

B. Briggs, Manager
Lawrence Co. & Co.

9298

No. 1.

...Advertising.



THE KIND
THAT
PAYS

TRADE MARK.

George Kissam,

253 Broadway,

New York City.

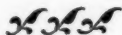


A Mirror

reflecting all that transpires in the town is the local country weekly. Nothing escapes its notice ; everything is put before the reader.

This newspaper mirror is eagerly sought for on account of its true to nature reflections.

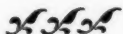
Everybody looks into it, and sees everything reflected by it.



The 1520 local weeklies of the Atlantic Coast Lists will reflect your advertisement to a million families every week.

One order, one electrotype does the business.

Catalogue for the asking.



ATLANTIC COAST LISTS,

134 LEONARD ST.,

NEW YORK.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 25, 1893.

Vol. XIV.

NEW YORK, JANUARY 1, 1896.

No. 1.

DRAMATIC JOURNALISM.

By George J. Manson.

Strictly speaking, there are only four dramatic journals in New York, and, practically, they are the only ones in the country which are national as regards the news they furnish and the character of the circulation they seek. They are the *New York Clipper*, the *Dramatic Times*, the *Dramatic News*, and the *Dramatic Mirror*.

The *Clipper*, established over thirty years ago, was originally a paper devoted to out-of-door sports, athletics, etc. In its early days it was the recognized authority among the patrons and followers of prize-fighting. The greater part of its space is now devoted to dramatic affairs. Three of its sixteen pages (18¼x13) treat of chess, checkers, athletics, aquatic matters and baseball; the first page contains a portrait, a poem and a short story. The remaining space in the paper is occupied with advertising and theatrical items. Nearly two columns are filled with the names of persons who have letters awaiting them at the *Clipper* office. The dramatic news and criticisms of plays produced in New York City fill six columns.

The advertising patronage of the *Clipper* is large and somewhat different in character from that of the other dramatic journals. In the latter (size 15½x11) a page, or a good portion of it, will be used in announcing a single legitimate theatrical attraction, the name and address of a star will be printed in double-space, etc. In the *Clipper* many of the advertisements are of vaudeville performers, Irish comedians, new songs by professional song-writers, circus announcements, actors who want situations and managers who want minstrel, dramatic or variety talent, wigs, tents for sale, lecturers and performers for medicine companies, who boom their cure-alls

by these methods, especially in the West; banjos and new dramatic productions, often by new authors, "guaranteed to be one of the most laughable and eccentric comedies ever witnessed—a clean-cut comedy—containing no horse-play or specialty acts." Most of the people who advertise for dramatic or musical help inform the applicants that their "salary must be low." As some of them add, "Salary sure," and as applicants for positions state that "only responsible theaters and companies" need address them, it would appear as if the employer of this kind of help was often of the class of persons that keep the word of promise to our ear and break it to our hope.

The *Dramatic Times* was started in 1881 by Charles Alfred Byrne, the author of the play, "The Isle of Champagne," and Leander Richardson, the author of the play, "The Nominee." In 1885 the paper passed into the hands of Edwin S. Bettelheim, who had previously been its business manager. This paper, like its contemporaries, furnishes reports of theatrical doings in different parts of the country. News of this sort in each of the papers is arranged according to States, the name of the town being printed as a side-head in heavy-faced type, *e. g.* :

Geneva—Smith's Opera House—F. K. Hardison, mgr.—Nov. 13, Brothers' Berne in The New Eight Bells to s. r. n. 16, Fabio Romani to good business. 20, Joe J. Sullivan in Maloney's Mishaps; fair business. Kirmess, by home talent, for benefit of Home Hospital, 21 to 23. The Engineer 25; good house. Y. M. C. A. Auditorium—19, The Jesse Cawthorn Concert Co. 25, Syracuse University Glee, Banjo and Mandolin Clubs.

The *Times* has telegraphic dispatches from the leading cities, ranging in space from two to seven stickfuls, which chronicle the features of the opening night of the week, which, in some of the Southern and Western cities, is Sunday instead of Monday.

The editorial page contains two columns of brief editorials, two columns of personals; a page is devoted to criticisms of the new productions at the New York houses, nearly a page to the vaudeville stage, and the same amount of space to "Chats by the Way," a light and breezy treatment of things theatrical. Two features in this journal are worthy of notice—one is a directory, giving what theatrical people call "open time" in the leading towns and cities. This refers to the time when the theaters in the town have no attractions and can be engaged for performances. The second feature is a "Theatrical Directory" of New York, giving the name and address of each theater, booking agent, newspaper manager, author, billposter, railroad agent and costume maker.

The *Dramatic News* was started about seventeen years ago by Charles A. Byrne, who subsequently started the *Dramatic Times*. The paper finally came into the hands of Leander Richardson, who is its present proprietor. The paper contains reports of theatrical, variety and circus doings in the principal towns throughout the country, about three columns of telegraphic news from the large cities in regard to new plays and business generally on the opening night of the current week, a page of circus news, a letter from Chicago, a page of news from London and a like quantity of space given to vaudeville news and gossip. The issue before me (August 31st) seems to contain a special feature, about four pages of interviews with representative manufacturers in different sections of the country as to the business situation, most of them prophesying a prosperous era, several theatrical managers, who were also interviewed, expressing their opinion that the theaters will profit greatly by the changed conditions. The paper also contains a page of gossip editorial paragraphs, several column cuts of well-known actors and actresses, with short articles about their doings, and on the front page the picture of a prominent actress.

The *Dramatic Mirror*, started in 1878, and edited by Harrison Grey Fiske, is now owned and edited by this gentleman. This is something more than a theatrical trade paper and record of dramatic affairs, the aim of the proprietor having been to make his journal attractive and useful to the

profession, and, with the aid of special features, to make it profitable reading for outsiders who are interested in the artistic side of the stage. Some time before he took charge of the paper, Mr. Fiske says he had a talk with Ex-Mayor A. Oakley Hall, at that time managing editor of the *World*, on the advisability of making the venture. The ex-mayor said: "There are only two ways in which you can make a dramatic paper succeed, one is by crawling and the other is by coercing; you have either got to pursue a lickspittle policy, or swing a club."

Mr. Fiske has proved that he can publish a dramatic journal without resorting to either of these rather disagreeable methods. He has made his paper reputable from the start; a theatrical scandal or divorce case of any sort has never been recorded in its columns. It has aimed to reflect the better side of the profession, which had been obscured by the sensationalism of the daily press, which still publishes the sporadic cases of immorality among stage people but never, under a "display head," recounts the quiet domestic relations, the decent lives and kindly deeds of the great bulk of the dramatic profession. Mr. Fiske claims (and I think his claim is correct) that the policy pursued by his journal has resulted in elevating the character of this class of publications, for, when the *Dramatic Mirror* was started, all the dramatic journals were more or less scandalous, whereas, now, a paper of that kind would not be tolerated. Another thing Mr. Fiske does (and he found it quite difficult to do at the outset) is to never protect an advertiser from editorial opinion as to anything in which he may be interested.

The current issue of the *Mirror* contains 28 pages. On the first page there are 22 portraits, representing the "Uncle Josh Spruceley Company." There are about twenty-five columns of theatrical correspondence. As many as six hundred reports are published in a single issue. Mention is made of every kind of entertainment except the circus, which, though a meritorious form of amusement, is given in a tent, and does not, in Mr. Fiske's opinion, come under the head of theatricals. A page is devoted to an obituary sketch of Dumas, with a portrait of the famous playwright and a picture of him as he appeared in his study. There are several columns of telegraphic

news, local news, gathered by the *Mirror's* reporters, editorial personals and semi-editorial paragraphs, under the head: "The Usher." The vaudeville stage has lately received particular attention, because that branch of

A striking feature of the *Mirror* is the large amount of literary matter of interest to theatrical people it furnishes its readers. Five years ago it published a series of essays by such writers as Elwin Barron, Brander Matthews,



HARRISON GREY FISKE.

entertainment is becoming more important than ever before, and decidedly more respectable. Well-known performers are now engaging in this kind of business, which requires a higher grade of talent than formerly.

William Archer (of London), Charles Barnard, Laurence Hutton, "Max O'Rell," Alfred Ayres A. W. Pinero, William Winter, George Parsons Lathrop and Henry Arthur Jones. This series of articles ran for several years,

many being of a controversial character on subjects with which the writers were particularly familiar. The essays were so much sought for outside of the theatrical profession that they were republished in the form of a quarterly, so that they could be procured by collectors and others.

Some years ago the *Mirror* published, as an experiment, a directory of the theatrical profession. This contained a chronological history of the stage in America and other countries, and gave nearly 5,000 names of professionals, with their respective line of business and permanent address. The publication was not a success financially. It involved an expense of nearly \$1,500; there were 1,800 copies sold. Mr. Fiske's financial loss was somewhat mitigated by assurances from men like Brander Matthews, the author; Brentano, the bookseller; and William Winter, the critic; that this was a large number of copies to sell of a dramatic book. But Mr. Fiske did not publish the book solely for the purpose of profit; he desired to do a creditable thing, and, in the instance referred to, did it. He preserved a handy compendium of the stage similar to the records that are published in Berlin and Paris, but the encouragement was not sufficient to warrant him in continuing the work.

The Christmas number of the *Dramatic Mirror*, on the other hand, a feature started about fifteen years ago, has been an increasing success from the start. In bulk this publication is probably larger than any one of its kind in this country. It contains about 100 pages, of about the size of the *Mirror* newspaper and sells for fifty cents. It is beautifully illustrated and printed on an unusually fine quality of paper. The issue for 1895 will contain, among other special features, thirty or forty illustrations of the interior of the Players' Club, with a descriptive article on the club by John Malone. There will be illustrations of the different theaters of New York, in which out-of-town readers are always interested; a view of Joe Jefferson's birthplace in Philadelphia, with a descriptive article by Walter S. Hale, a member of the Lyceum Theater Company; a sentiment from Calve, the famous opera singer; articles by Paul Potter, Sir Henry Irving, Madaline Lucette Reilly, C. H. Couldock, Keller, the magician, and an original one-act

play by a young man from Cincinnati, which, though crude in technique, is said to show considerable ability.

There is no doubt that the *Dramatic Mirror* is an enterprising, well-conducted journal; even its contemporaries admit this, and the class of contributions it draws to its columns proves it to be a publication of high standing. It has been the pioneer and earnest supporter of reforms in the profession. Mr. Fiske is an earnest supporter of the American drama and has long been fighting the parties in the smaller cities and towns who continually steal the works of American playwrights, producing the plays in a garbled condition, without the consent of the author and never paying him any royalty. He has been a strong advocate of an amendment which such aggrieved persons desire to have made to the copyright law, and which provides such serious penalties for managers and actors who steal an author's play as will put a stop to the custom.

The *Mirror* was particularly active in urging the passage of the bill before the legislature which gave children the right to appear in all proper entertainments. The bill was passed, but, owing to a legal informality—the failure to repeat in the permissive clause the words "to sing and to dance," which had appeared in the preamble—the courts decided, when the law came to be tested by Mr. Elbridge T. Gerry, of the S. P. C. C., that the act absolutely prohibited singing and dancing, only permitted acting, and then under such stringent conditions as to make it almost impossible to secure the necessary permission.

The *Mirror*, some years ago, agitated the question of an actor's fund so strongly that practical results followed, and Mr. Fiske is now the secretary and a member of the board of trustees of that fund. This paper also raised by subscription the money to build the monument that stands on the actor's plot, Evergreen Cemetery. And, most worthy of mention as being a good deed that should shine particularly bright in this naughty world and selfish age, year before last, when there was real poverty and distress in the humbler ranks of the dramatic profession, the *Mirror* started a subscription list and raised \$10,000, which was judiciously distributed in cash, and in other ways, by a committee of the Actors' Fund (who were unable to use their

own means for this purpose) and the actors' Order of Friendship. The distribution covered a period of fourteen weeks.

Of all the dramatic journals it may be said that only the correspondents who send telegraphic dispatches or letters from the large cities are paid for their services. Those who furnish reports from the small towns feel sufficiently remunerated by receiving a season pass to the theaters. The reports must be impartial or the correspondent is summarily dismissed. And "there are others," many others, only too glad to take the vacant place.

The person whose portrait appears on the front page pays for the privilege from \$25 to \$40 outright, or a good-sized advertisement to run a year will entitle the advertiser to the privilege once during the year. Actors, even some of the best known, who, it would seem, were under no necessity for so doing, make a practice of keeping themselves before the public in this way. The dramatic journals are always displayed at the news stands, in hotels, etc., and are sure to be seen by many people whether they purchase them or not. The actor whose picture appears on the front page considers it pays him thus to make his presence known, even if he has long been out of an engagement and seems to be unsuccessful in making it felt.

Many New York papers—dailies and weeklies—have dramatic departments, but none of them can be called theatrical journals. The *Spirit of the Times*, for instance, the leading paper devoted to the horse, racing, etc., and which has maintained its reputation of being "the American gentleman's newspaper," has a particularly well-conducted dramatic department, covering two pages of each issue. This department has long been in charge of Stephen Fiske, one of the oldest and brightest dramatic critics on the New York press.

THE EDITING OF ADVERTISING.

By John Chester.

Advertisements are not edited with sufficient care. Hence they often appear with bad spelling, worse grammar and ridiculous or absurdly untrue statements. Carelessness alone is often responsible for this. It would seem as if many advertisers considered

proofreading, revising and correcting altogether unnecessary. Their copy is just sent in to the newspaper office "with all its imperfections on its head," and the compositor, with his usual fidelity to the original manuscript, often lets errors go by which he might easily correct on his own responsibility.

But the advertiser should never depend on the printer to rectify his errors. He should go carefully through his manuscript at first, condensing here, eliminating there, pruning down in quantity, improving in quality, until he considers his ad perfect. Then, when he gets a proof from the printer—and he should always insist on having a proof—he should go carefully through the advertisement again to correct the printer's mistakes, and probably some of his own. He might want the ad set differently, might prefer other types, might want to cut or add to the matter—reasons for change often happen at the last moment. But, under all circumstances, he should carefully edit that ad, for after-sorrow for errors comes too late.

It is not wise to put into your ad any statement which you would not believe yourself if you saw it elsewhere. Too much caution as regards promised bargains cannot be exercised. Avoid extravagant statements, or if you have made them, modify them when editing, or "blue pencil" them altogether. Be sparing of bombastic adjectives—it won't hurt the ad to cut a few of them out. Be careful of your grammar if for no other reason than that anything that is worth doing at all is worth doing right. Besides, if you should unfortunately be lax in your grammatical knowledge, you don't want to advertise that fact to the public. If you are not *sure* you are right, ask a better authority than yourself. Better that one should know of your shortcoming than the whole population.

These remarks would apply equally well to your spelling and punctuation. Don't depend on the printer; he is usually only a machine. It is better to be over particular in preparing an ad than careless. You will never regret your editing, but you are likely to regret the neglect of it.

THE wide awake merchant and the wide awake buyer get together by the means of the newspapers.

TEACHING AND TRYING.

By Joel Benton.

There is here and there a person who finds fault with a process or method because it lacks perfection and doesn't do everything. They complain of a certain thing or system, when their argument or objection, if it has any validity, is against the nature of things.

Let me illustrate what I mean. The cook-book may give you most minute directions for making all kinds of dishes, and yet, after you have thoroughly studied it and nearly memorized it, you will not be a competent cook. You will only be put on the way to be one. To go up higher in the scale of effort, there is, for a radically different instance, the artist. He can tell you all about colors, lines, lights, shades, perspective, values and motives; and yet, when you have learned all this, you are not an artist.

And why are these things so?

Simply because it is only theory and not practice that they are able to communicate. Now, when a writer or talker says, in effect: "I don't see anything in precept; that 'talks on advertising fly over the heads of advertisers,'" and so forth, he is doing the same as a bystander would who should object to the plowing and harrowing of a field because those preliminary efforts do not of themselves produce the harvested crop. The truth is they were never intended to do more than a part of the work. The cook-book will help you to cook, the artist will help you to paint and the advertising teacher will help you to advertise. And there they all stop.

They cannot deliver to you in a package absolute experience. They merely plow and harrow your field. It is your part to see that the subsequent effort is applied. These comparisons may not be precisely to the point for an ideally correct analogy; but they come sufficiently near for the purpose of illustration.

Of course there will be differences of opinion as to the efficiency of specific methods of advertising, not only among the writers about it, but even among the experts who both write and work practically in applying their ideas. This means that, like medicine—and unlike mathematics—advertising is not an exact science. But we don't dispense with doctors because they work

so often empirically; nor should the advertiser despise thought and discussion upon his matter because much that is said may not be fruitful.

It is well to know what is the best and worst that can be said of a thing at any rate. In fact, a person cannot be quite so sure of his own position when he fails to find out what others believe. "In the multitude of counsels," says the proverb, "there is safety."

I think I have said before that men who know the most about a subject are quite often those who are the most anxious to get opinions of all sorts upon it. Mr. P. T. Barnum would be thought to be a man sufficient for himself—especially in his own peculiar business; and there is no doubt but that he was. At the same time he was indefatigable in eliciting the most various opinions, as opportunity offered, on every plan and undertaking he had in mind. When these views were all gathered and focussed, he knew, whether he accepted one of them or rejected them all, just exactly what to do.

ON RETAILING.

Make your store look busy. Do anything in your power to get the name of being a busy store, because business attracts business. People usually like to buy of a store that has the appearance and the name of being progressive and up to date. If your store once gets the name of being the center of attraction in your town it will draw a great deal more custom than if it should get the name of not being popular, even though the goods and prices in either case might be identically the same. The American people love success and are likely to trade with the store which has the appearance of being successful.

Do not run down competition. They may deserve it ever so much, but you will find it to your advantage to say as little as possible about your competitor. People usually misjudge what you say about them. They will either think you are running them down because you are jealous of their business, because they are getting the best of you or that you are afraid to say anything good about them for fear they will get some of your trade.

Be kind to your employees. Kindness wins on every occasion. It is only natural that any clerk will be more likely to take pride in his work and use every effort to please his employer when he finds that he appreciates his services and is considerate of his interests.

Be sociable in your store. Be intensely respectful to everybody, rich and poor alike. As far as possible take an interest in those who are buying. If at any time you become acquainted with them, show yourself eager and anxious at all times to be of service to your customers. Let them feel that your store is the accommodating store, the home store, where everything is made as pleasant as possible for buyers.—*Dry Goods Chronicle*.

There's a good deal in being
in good company. ❁ ❁ ❁ ❁
Representative advertisers all use

The Sun

If you want to see the advertisements of the best merchants in the United States, survey the columns of The Sun, Mornings, Afternoons and Sundays. ❁ ❁

Address,

....THE SUN....

New York.

The San Francisco Chronicle

leads in bona fide circulation all newspapers published
on the Pacific Coast. ❀ ❀ ❀ ❀ ❀ ❀ ❀ ❀ ❀ ❀

LEWIS DEMANDS DAMAGES

SUIT AGAINST PUBLISHER HEARST AND BUSINESS
MANAGER T. T. WILLIAMS OF THE SAN
FRANCISCO EXAMINER

The Sequel to an Assault Committed in the Office
of the Examiner

The Superior Court has been called upon to investigate the recent assault made on W. T. Lewis by Business Manager T. T. Williams, of the *Examiner*, in the office of that paper. Lewis is the man who superintended the weighing of wagon-loads of unused and unsold *Examiners*, which were subsequently disposed of as waste paper. He was set upon and assaulted by Manager Williams because of a suspicion that he had given information which assisted the *Chronicle* in exposing the *Examiner's* faked circulation.

Lewis tells his story in a suit for \$50,000 damages, commenced yesterday against Business Manager Williams and W. R. Hearst, the proprietor of the *Examiner*. The complaint shows that Lewis was formerly in the employ of the Dow Steam Pump Works, and had charge of the public scales at 130 Beale street. He alleges that on Oct. 28, and again on Nov. 4 last, at the instance of G. W. Emmons, an *Examiner* employee, he weighed a large number of bundles containing copies of the *Examiner*. Subsequently, a man he did not know made a request for duplicate copies of the tags showing the weights. Lewis said that he refused to give up the tags without an order from the *Examiner*.

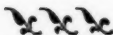
Lewis states further how he received a summons to call at the office of the *Examiner*. He told of his visit and was given \$40 as a reward for his fidelity and devotion to duty. This present, says Lewis, made him feel happy, because he was only receiving a

small salary, and the money came to him as a sort of Godsend. His elation, however, was short-lived. He returned to his place of employment only to find that an *Examiner* man had preceded him with a complaint about the \$40. Lewis alleges that he was ordered by his employer to return the money. Then followed the visit to the *Examiner* office which proved his undoing.

It was on November 13, says Lewis, that with heavy heart he wended his way to the office of the *Examiner* and returned the \$40. He next describes the assault, which is made the basis of his claim for damages. Lewis declares that without any provocation Williams assaulted him and beat him upon the head and face with such force as to bring blood. His eyes were blackened and one blow reached his mouth with such force as to break a tooth.

As a consequence of this assault, Lewis says that he suffered great pain and was put to much expense for medical attention. His wife is a sickly woman, and when she heard of the assault on her husband suffered a serious relapse. As a final misfortune, Lewis was discharged from his position, as a consequence, he says, of the influence exerted by the defendants.

It is because of these facts that Lewis now makes a demand for damages. He figures it out that \$50,000 would be nothing more than fair compensation for the indignities and physical sufferings described in the complaint.



A concern that offers \$100 for a supply of brains for the use of its business office is not entitled to be regarded as very clever, still we have heard of criminals with much less astuteness getting up an alibi in a shorter period than six weeks.*****

Through...



You can reach 350,000 readers
every day during 1896. The

Cleveland Press

with its guaranteed circulation
of over 70,000 Daily, reaches
the homes in Northern Ohio.

You do the rest.

E. T. PERRY,

Manager Foreign Advertising Department,

66 Hartford Bldg., Chicago.

53 Tribune Building, New York.

THERE'S. BUSINESS IN THE STARS



The Cincinnati Post, *with its guaranteed circulation of over 120,000 daily, is the largest STAR in the Ohio constellation. It brightens the homes of its readers, and fills the pockets of its advertisers.*

**The St.
Louis
Chronicle**



with its guaranteed issue of over 100,000 daily, is the STAR to tie to, that is if you want access to the thrifty homes in the great Mississippi Valley.

**The Cleveland
Press,** *with its guaranteed circulation of over 70,000 daily is the bright evening STAR that*



has led many advertisers to fame and fortune. If you want success hitch your wagon to this Star.

The Kentucky Post,

with its guaranteed issue of over 12,000 daily, sheds a steady light into more homes in the blue grass State than any paper outside of Louisville.



Are you advertising for dollars?

THERE'S MONEY IN THE STARS.

E. T. PERRY,

Manager Foreign Advertising Department,

53 TRIBUNE BLDG., NEW YORK.

66 HARTFORD BLDG., CHICAGO.

PETER DOUGAN'S ELEGANT SCHEME.

That youthful advertising expert, Mr. Peter Dougan, manager of the PRINTERS' INK Advertising Bureau, who has obtained the exclusive right to insert displayed newspaper advertisements in the twenty-eighth annual issue of the American Newspaper Directory, for 1896, now undergoing the usual process of revision, has reduced the question of preferred position to a fine point. The newspaper publisher who favors him with an advertisement order, and expresses a hesitancy about paying out the cold cash, is furnished with an advertisement for his own columns to square the account, and the advertisement so contracted for appears in the Directory without any special position, and may be found by turning over the pages or referring to the index.

The high-toned and independent publisher who values his advertising space as he does his life and reputation, and is superior to any suggestion of a swap, or exchange, is permitted to draw his check in full settlement at some early convenient time after the volume has reached his desk, carriage paid by Mr. Dougan, and in consideration of the actual cash, Mr. Dougan promises such an advertisement a position in the body of the catalogue portion of the book for the State in which the paper belongs.


He has also one other special place to offer publishers of the Vanderbilt-Rothschild-Astor-Gould-Russell Sage variety, who insist upon sending with the order and advertisement a check, in full advance payment for the whole amount. These get a position, not


only in the catalogue portion of the book, but on the same page with or the one directly opposite the description of the paper advertised, and the words, "See publisher's statement opposite"—or "below," as the case may be—will be added to and form part of the catalogue description: These advertisements also may be found by reference to the general index, as in the case of others.

Mr. Dougan realizes that only papers of first-class importance will wish to pay \$150 for a full page, \$90 for a half page, or \$50 for a quarter page advertisement, and, inasmuch as his collection of postage stamps is not as large as it might be, he intends husbanding his ammunition, and will only hunt for orders from papers of a high grade of merit. Publishers who are aware of this fact will not allow themselves to be bored or annoyed by Mr. Dougan's solicitations for orders, but will allow their hearts to swell with commendable pride in knowing that the receipt of such a communication is an acknowledgement of eminence and special worth, even though the application itself may be allowed to fall like an overgrown snowflake upon the great drift that daily accumulates in an over-taxed waste-basket.


Publishers of small, unimportant but ambitious journals, who wish to occupy space in the Directory, but are not favored with an application for an order, are still permitted the valuable privilege of addressing Mr. Peter Dougan, Manager of the PRINTERS' INK Advertising Bureau, No. 10 Spruce St., New York, and preferring the request. It will have to be a pretty poor paper that Mr. Dougan turns down in answer to an application for space.

My New York.

LINES OF STREET CARS ARE
AS FOLLOWS: 

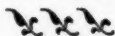


*Fulton St., Crosstown,
8th St., Crosstown,
14th St., Blue Line,
from E. 23d St. Ferry to
Christopher St. Ferry,
14th St., White Line,
14th St., Yellow Line,
Bartow and City Island.*

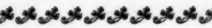


Not many—but look at the way cards are
displayed, and the REPRESENTATIVE
ADVERTISERS who appear only in these
lines. They know Street Car Advertising

Of the Kind that Pays.



GEORGE KISSAM,

253 Broadway,  New York.

Lever Bros.

are the largest soap makers in the world. When placing their American advertising they naturally put it in the hands of the largest and most reliable concerns. Consequently

SUNLIGHT SOAP

is in my list of cars east of Rochester and Pittsburg and has the greatest display—does it pay them? Well, they are selling faster than the soap can be brought here from England!



George Kissam,

**STREET CAR ADVERTISING OF THE KIND
THAT PAYS.**

253 Broadway, New York.

INCREASED CONSUMPTION OF WHITE PAPER
BY THE
PHILADELPHIA ITEM
BUT NO "RAISE" IN RATES.

D. L. Ward **Paper**
619-621 WHOLESALE AND RETAIL **Dealer**
Jayne Streets

Authorized to sell for *Philadelphia* Dec. 13, 1895 .

Susquehanna Water Power & Paper Co.,

Genesee Paper Co.,

Newton Falls Paper Co.,

St. Lawrence Mills,

Messrs. Fitzgerald & Sons,

Proprietors Philada. Item.

Gentlemen: - From the amount of paper that you are using, the circulation of the "Evening Item" cannot be less than 190,000 to 195,000 every day. The circulation of the "Sunday Item" will reach 218,000, and the circulation of the "Weekly Item" over 70,000. This has become quite a strain on the mills manufacturing paper for you, and I have been compelled to place an order for 1500 tons of additional paper to supply your wants.

Very truly yours,

D. L. Ward



YOU HIT A BULL'S-EYE

WHEN YOU SHOOT AT THE ATTENTION OF
THE CHICAGO PUBLIC THROUGH THE COL-
UMNS OF.....

THE CHICAGO DISPATCH

IT NEVER HANGS FIRE, AND IS READ BY
THE MASSES IN AND ABOUT CHICAGO.

AVERAGE CIRCULATION
65,000 Daily

IT HAS ADVERTISING SPACE FOR SALE AT
REASONABLE, NOT CHEAP, RATES.



"Its Enemies Cannot Stop Its Progress."

[Editorial in Peoria (Ill.) Journal, Oct. 30, 1895.]

THE CHICAGO DISPATCH has just entered upon its fourth volume, and it is not an extravagant statement to say that the record made by the paper so far has never been equalled by a newspaper anywhere in the United States. When everything is taken into consideration—the jealousies of the older Chicago newspapers, together with the handicaps placed upon THE DISPATCH through various channels—the success of the paper shows that its publisher knows what he is about. Whenever the paper scores a point an attempt is made to slug some of its reporters. When this fails, the head of the concern is indicted by the grand jury. Notwithstanding these little pastimes of the enemy, the paper continues to forge ahead of its competitors.

CINCINNATI PEOPLE

regard the ads in the Cincinnati Commercial Gazette as guide boards to the best purchasing ; reliable guide boards because the Commercial Gazette does not print anything unreliable. This is what gives pulling power to its advertising columns. When this power is exerted on every purchasing member of over 42,000 households in Cincinnati and suburbs every day, and over 50,000 every Sunday, it means results for advertisers.

*Local advertisers find it so—
General advertisers find it so—
and both use the*

CINCINNATI COMMERCIAL GAZETTE

extensively
and constantly.

Sample copies, advertising rates or other information on request.

J. E. VAN DOREN SPECIAL AGENCY,

PUBLISHERS' DIRECT REPRESENTATIVES,

Tribune Bldg., New York.

1320 Masonic Temple, Chicago.

A PRINTER THAT ADVERTISES.

ADDISON ARCHER INTERVIEWS THE MANAGER OF THE LOTUS PRESS ON HOW HE CAN MAKE MONEY ENOUGH TO PAY ADVERTISING BILLS—"MAKE IT PAY JUST AS OTHERS DO"—BEST RETURNS COME FROM ADVERTISING IN "PRINTERS' INK"—UP TO THE TIMES IN THE WORK THEY DO.

A printing establishment that advertises or can afford to advertise is a novelty. It is the general impression that there is not money enough in the printing business to pay for advertising. I might also say that a general impression prevails among the patrons of the average printing establishment that the average printer does not know enough to advertise successfully, much less to get up or set up its own ads so they would bring business. Of course William Johnston is a striking exception—and a striking success.

Perhaps that accounts for the fact that there is no universally known printer. Mention dry goods and you will immediately think of Wanamaker, Lord & Taylor, Jordan, Marsh & Co. and others. Speak of pianos and you will think of Steinway, Chickering, Hardman, Peck & Co., Knabe, Sohmer, etc. Shoes suggest Douglas, Hanan and Burt. Hats, Dunlap and Knox, and when you speak of soups you will think of the Franco-American Co. Patent medicines, and your mind will turn instantly to Hood's, Ayer's, Pinkham's and twenty others. Speak of printing and, unless you have been reading PRINTERS' INK for the last six months, you will not recollect a name which stands out particularly prominent.

But there is a printer besides Johnston who is making name and fame for himself, who has hopes just as high as any other advertiser; a printer who believes that in less than five years of good printing and good advertising his name will be known wherever good printing is appreciated. You will guess before this that I am talking about the Lotus Press, because they are advertising in PRINTERS' INK and elsewhere.

I went up to see the Messrs. Nathan, who own the concern. I was prepared for the regulation printing establishment. I expected to climb about six flights of dingy stairs, or, if they had an elevator, to find it one of the freight kind. Instead, I went in a very nice entrance in a very nice build-

ing in Twenty-third street and I went up in a passenger elevator past a dancing school, stepped out into as dainty a place as you could find in the best Fifth avenue art studios. Before you had time to think of anything else, your mind instantly became absorbed in a display of all manner of printing and color work.

Mr. Nathan came out of a beautiful private office and finding that I was from PRINTERS' INK invited me into his sanctum and asked me what he could do for me. I told him he could answer questions, and the first question I asked him was:

"How did you find the courage to begin advertising?"

"Why shouldn't we advertise?"

"No reason, except that printers don't usually advertise and don't usually believe they could afford to advertise."

INSPIRED BY OTHERS.

"Well I don't know about that. We got our inspiration from the prominent advertisers with whom we do business. We have seen them make a success of it and we think we can make a success of it. We think that advertising will do just as much for the printing business as it will for any other line of business."

"What publications do you use?"

"Just now we are using the *Pharmaceutical Era*, *Druggists' Circular*, *Musical Courier* and PRINTERS' INK."

"How much are you spending?"

"What we are trying to do is to put half of our profits into advertising."

"How long do you expect to keep that up?"

"Until we retire."

"On your laurels or your fortune?"

Mr. Nathan laughed as he replied: "On our fortune, I hope. We have worn the laurels for some time as it now stands."

"I thought the competition among printers precluded the possibility of large profits, much less the expense for advertising?"

"We don't look upon advertising as an expense. Advertising with us is just as much an investment as are the type and the material we require in the conduct of our business."

"That sounds like Charles Austin Bates." I thought this gave Mr. Nathan a good chance to keep up the mutual admiration activities of Mr. Bates, William Johnston and the Lotus Press. The Lotus Press are the people

who get out the creme de la creme of Bates' booklets, etc., and among the samples of Lotus Press work which Mr. Nathan displayed with pride, Bates' work was very conspicuous.

"We are admirers of Mr. Bates."

"Who writes your advertisements, Mr. Nathan?"

"I have written all our ads ever since we began to advertise, but am not always satisfied. I am thinking of having them written by Bates."

"Then you believe that the printer who advertises needs the work of an expert ad writer to write his ads just as much as your concern needs the work of a printer in his printing?"

"Just as much as we believe that we know more about printing than our customers do, and, in fact, it is our aim to cultivate thorough confidence in all who deal with us by turning out work of the highest order to their complete satisfaction, and with promptness. That is why we fill our office with samples of all descriptions of work that we have done, and done to the satisfaction of our customers, and so fill the mind of the man who is thinking of dealing with us with the idea that we believe that we can do what he wants done, so that he will leave it to us to do it. We believe we owe our success to first awakening the confidence of the prospective customer through our advertising, and then stimulate it with specimens of our best achievements. We believe in advertising and in backing up our advertising."

"In speaking of advertising in PRINTERS' INK," Mr. Nathan said, "I find that we have spent in the last eight months less than \$500, and the returns credited to PRINTERS' INK are \$4,995.25, or about ten times the amount we spent to get the business."

"That leaves you paying ten per cent to get your business. I believe it is the impression that there is not as much net profit as that usually in the printing business?"

"In our business we do not figure upon the direct returns, and if that were all we would get from our advertising in PRINTERS' INK I could not say that it would pay. But mostly all of this is made up from amounts from first orders, and we hope to make a customer from each one of these first orders, and naturally the results are accumulative, and while a house may only order \$100 worth in their first order, their business may amount to

\$5,000 or \$10,000 per year, and if we have secured a dozen such customers through our advertising, the advertising would pay pretty well. If we could get a dozen mediums like PRINTERS' INK we would be very glad to advertise in them."

ADDISON ARCHER.

INTERESTING IF TRUE.

"Once, when I was publishing a paper in Seattle, I convinced a man in a most emphatic way that it paid to advertise," said an old journalist. "He was a fairly prosperous merchant, and I had tried for a long time to get him to insert an advertisement in my paper."

"Oh, it's no use," he would say. "I never read the advertisements in a paper, and no one else does. I believe in advertising, but in a way that will force itself on the public. Then it pays. But in a newspaper—pshaw! Everybody who reads a newspaper dodges the advertising pages as if they were poison."

"Well," said I, "if I can convince you that people do read the advertising pages of my paper will you advertise?" "Of course I will. I advertise wherever I think it will do any good."

"The next day I ran the following line in the lightest faced agate in the office and stuck it in the most obscure corner of the paper between a couple of patent medicine ads:

"What is Cohen going to do about it?"

"The next day so many people annoyed him by asking what that line meant that he begged me to explain the matter in my next issue. I promised to do it if he would let me write the explanation and stand to it. He agreed, and I wrote:

"He is going to advertise, of course." And he did."—*San Francisco Post.*

MONEY WASTED.

The average merchant who has proved to his own satisfaction the value of advertising is made a victim to the wiles and blandishments of all manner of scheming bluffers. He is beset in and out of season to invest in divers advertising dodges. The man with the novelty, the fiend with illuminated signs, the importunate advance guard of charity entertainments and church fairs, and the publisher of programmes, all conspire to entrap the advertiser by fair promises of quick returns if he will but favor them with an order for their respective mediums. The advertiser is conscious that money invested in judicious advertising is money well invested. He realizes that the expense of advertising is one of the most important elements of his business. But how to discriminate, how to discern and select the effective medium and reject the fake is too much of a puzzle for him to solve with patience, and the result is that in many cases he gives up in disgust. He does not know from whence his tangible returns flow, so he pays out his good money indiscriminately, and thereby makes it possible for the illegitimate mediums to thrive at the expense of legitimate enterprises.

The more experienced and most successful advertisers have come to look upon the daily newspapers as the only reliable means by which to make known to the public that they are in business.—*Detroit Journal.*

An optician's ad should please the eye.

Good Advertising

The name of my forthcoming book is "Good Advertising." It is to appear about February 1. There will be between 700 and 800 pages, and about 170 chapters, each devoted to some different phase or problem or subject relating to advertising. What I have written is the best I have been able to learn in ten years' experience with advertisers the world over, of every kind, condition and degree. I believe I have covered every question that arises in the minds of business men in connection with advertising. I have told how some men succeed, and pointed out why others have failed. There are chapters devoted to every retail line I could think of. Perhaps half the book is devoted to retailers—the other half to the hundred and one different kinds of advertising.

The Book's Circulation.

I firmly believe that more than 10,000 copies can be sold in a short time. I expect to spend a large sum of money advertising my book. I expect to do the best advertising I know anything about in pushing its sale. I have absolute faith in its practicability. I believe it is worth to any business man ten times what it costs. With these facts back of it, I know I can sell more copies than I promise to my advertisers. If the total is twice 10,000 within the year, I shall not be surprised.

There will be a number of paid advertisements inserted in my book. I consider them as interesting and important as the reading matter. No ad will be printed unless it contains information of value and interest to advertisers and business men. These ads will have the best possible positions. They will be inserted among the pages of reading matter.

Advertisements Wanted.

The number of such ads will be limited. Perhaps half the space is now sold. I want to sell the other half. The price is \$100 a page. I shall be glad to get orders from those who have things to sell that will be of interest to those who read the book. Publishers can in this way get a permanent audience, and the same can be said of anybody else who wants to reach advertisers and business men.

Three Offers.

(1) Send me \$5 NOW, and when the book is issued I will send you a copy. For the advance payment I will give as a premium a six months' subscription to **PRINTERS' INK** and a three months' subscription to *Brains*, the paper devoted to retail advertising. This means \$8.50 for \$5.

(2) Send me an order now for a copy of my book, to be delivered and paid for when issued, and I will give you a coupon for a six months' subscription to **PRINTERS' INK**, or a three months' subscription to *Brains*. You can take whichever you like best.

(3) Send me an order after Feb. 1, together with \$5, and you will receive the book alone. No premiums after that date.

Charles Austin Bates,

1413, 1414, 1415 Vanderbilt Bldg., N. Y.

Plans, Advice, Writing and Illustrating for Advertisers.

AN ADVERTISING TRUST.

By John C. Graham.

There has been some talk of a combine of Chicago retail advertisers for the purpose of forcing down the rates of the big dailies in that city. It has been talked of before, but the project ended in talk. A similar scheme was mentioned here in New York only a year ago. It was claimed that a combination of the big dry goods houses would enable the proprietors thereof to, in a measure, dictate terms to the big newspapers, rather than the reverse, which is now the case. There can be no doubt that such a combination would have great power, for if we imagine any one metropolitan daily without the usual quota of local dry goods advertising we have an idea of how barren it would look. But the dry goods houses in this city are so keenly competitive, so jealous of each other, that an agreement on any subject would be well-nigh impossible.

In Chicago things are different. The dry goods firms are, generally-speaking, larger advertisers than are those of Gotham. It is nothing unusual for houses like Seigel, Cooper & Co., Marshall Field & Co., The Fair, The Hub, Carson, Pirie, Scott & Co. and others to use whole pages in all the leading papers several times a week. It is estimated that the Chicago dry goods houses spend at least \$2,000,000 annually in local newspaper advertising. It was recently proposed to start a first-class independent newspaper at one cent, to consist of 16 pages daily, and to embody all the best points of the other newspapers. The best editorial and news-gathering talent was to be engaged, and everything done to give it the largest circulation in Chicago. It was distinctly understood that the paper was to be run at a loss. That was the most curious feature of the project. The stock was to be owned by the dry goods men of Chicago, and their advertising was to be inserted at a nominal rate. It was claimed that the cost of getting out the paper would be more than saved in the decrease of advertising bills for each member of the syndicate.

The plan looked well on paper, but as it has not materialized, the probabilities are that it was not practicable.

A CARPENTER's ad should hit the nail on the head.

SECOND IN THE COMPETITION.

The PRINTERS' INK Vase was awarded to Mr. Chas. F. Jones, of Chicago, without a dissenting vote; but, for twenty-four hours previous to the decision, more than one expert had expressed the opinion that an advertisement submitted by Mr. Wolstan Dixey,



an ad-smith in the New York World Building, deserved to be the winner. A juror made the point that it was simply an elaboration of the Jones idea, but that of itself would not have barred it; for no restrictions as to originality had been set down; furthermore there were not wanting assertions that Mr. Jones' contribution was on lines already worn threadbare by frequent use. The Vase was properly awarded, but the Dixey advertisement is so good that many readers of PRINTERS' INK will be glad of an opportunity to examine it. It appears on the opposite page. A snap shot photograph of the constructor is also given here. He is a careful worker and there are those who claim that, give him time enough and opportunity to revise copy until it suits him, and he is capable of turning out work which no other advertisement writer can excel. It will be remembered that, in a former competition in the preparation of an advertisement for PRINTERS' INK, Mr. Dixey was the successful competitor. In the last contest he entered three advertisements in all, but only the one here shown was thought specially deserving.

Every Advertiser knows of "Gillam," the famous "twenty-thousand-dollar" advertising writer of Wanamaker's, Philadelphia, for many years, and now of Hilton, Hughes & Co., New York, where his ads so crowd the thirteen acres of floor space that it sometimes looks as if the public would push the walls out. I asked him what he thought about the little magazine for advertisers called PRINTERS' INK. Here's what he says:

Hilton, Hughes & Co.

SUCCESSORS TO A. T. STEWART & CO.

NEW YORK.

LONDON

CHENNIYI

PARIS.



Mr. Wolstan Dixey,

New York, December 6, 1896.

86 World Building, City.

Dear Sir:-

I like Printers Ink because no one need wear a mental muzzle to write for it.

I like it because bright men, thinking men, successful men meet in its pages. Half an hour a week in the company of such people would help to put a keener edge on the sharpest business wit.

I like Printers Ink because it is so far out of the made to order rut. Each issue comes to me like the bursting of a friendly bomb—I've no idea which way the pieces will fly but I know the air will be full of them and with a business thought or theory tied to every fragment.

Such a publication well circulated must make a wide and deep mark. It has certainly had a great influence in shaping (and I believe in improving) the advertising of this country.

I have always found it an inspiration.

Very truly yours,

M. M. Gillam

All the advertisements of Marshall Field & Co., of Chicago, are written by Mr. Chas. F. Jones. The yearly sales of the firms he represents amount to a hundred million dollars, and more money is spent in placing his ads than on those of any other writer in America. He says in a recent letter:

"If my work is as good as some kind critics would lead the public to believe, it is largely due to PRINTERS' INK, as I have learned the greater portion of what I know about advertising from reading its pages. Have I not, therefore, sufficient reason to believe that the careful study of PRINTERS' INK is a good thing?" CHAS. F. JONES.

The wealthy Maine publisher of "Allen's Lists," who made a great fortune by advertising, said:

"I would pay one thousand dollars a year for PRINTERS' INK if it could not be secured for less, simply because I believe it to be worth more than that sum to me in my business."

E. C. ALLEN.

The man who made "H.-O." famous in one season, and who now manages the "Scott's Emulsion" advertising, almost the biggest in the world, lets his money talk as follows:

SCOTT & BOWNE, MANUFACTURING CHEMISTS.

NEW YORK, U. S. A.; Belleville, Canada; Scott & Bowne, Ltd., London, England;

Paris, France; Barcelona, Spain; Milan, Italy; Oporto, Portugal.

Publisher "Printers' Ink," 10 Spruce St., N. Y. City.

NEW YORK, Oct. 15, 1896.

DEAR SIR—Inclosed please find cheque for Ten Dollars for which have PRINTERS' INK sent to the writer, care of Scott & Bowne, marked personal, for the next 5 years.

Yours very truly,

Alfred E. Rose

Successful advertising simply means skillful advertising, and the only way to learn it is to study it, as others have. You can get PRINTERS' INK now for \$2 a year if you send in your subscription to 10 Spruce St., New York, before Jan. 1st. That day the price will be raised to \$5 a year and it ought to be. I don't see how a man who does any advertising whatever can get along without PRINTERS' INK. I can't.

Wolstan Dixey.

O'NEILL'S MAIL ORDER TRADE.

HOW A NEW YORK DRY GOODS HOUSE
MANAGES THIS DETAIL OF THEIR
BUSINESS.

I asked Mr. W. E. McLoud to tell me something about the mail order department of the large dry goods house of H. O'Neill & Co., who are about as active in this branch of the business as any firm in New York City. He said: "Our mail order department is a beehive. It is a matter of close attention to detail inside and of careful and judicious advertising on the outside. We are careful to keep up our appropriation each year to purchase space in mediums of large general circulation. Perhaps I might place at the head of the list the *Youth's Companion*. It occurs most readily to me, because it has been a great favorite with us for years. The *Outlook* is the next one I think of. We use a good many religious papers of the largest circulation. And we always use liberal spaces. We don't believe in small ads—generally at least five inches single column, with a cut of the building invariably. Copy is looked after carefully and changed frequently.

"We get the largest number of direct replies from ads which specify a single article; we find a cut and short description, with the price, is the best immediate result-bringer. Our ads always contain a request to send for our mail order catalogue. We register carefully the name and address of every applicant and mail the catalogue at once. If no notice is taken in a reasonable time, a note of the fact is entered against the applicant's name, and it is skipped when sending out catalogues the next season. If an order, however small, is the response, we send a catalogue the following season. The applicant is then considered a customer of the house, and we do all in our power to retain his trade.

"If no response is received by the time he has read the next catalogue issued and sent to him after we have received his first order, we send him (or her, for, of course, a large proportion of our mail customers are women) a reply postal card like this:

MAIL ORDER DEPARTMENT.

On looking through our registers we note that you have not favored us with an order for ——— for some time past, and as we are anxious to retain you as one of our patrons, we would thank you to inform us if you have

had any cause for complaint or not, that we may thoroughly investigate and do justice to all concerned. Please let us hear from you, and on application we will mail you one of our price lists of ———.

Trusting that this may merit your approval, and hoping for a renewal of our business relations with you, we are,

Yours very respectfully,

H. O'NEILL & Co.

"If we do not hear from this postal, we go no further. But our experience is that, in 9 out of 10 cases, we get some kind of a response that paves the way to a correspondence, and, in a fair percentage of cases, brings further orders, and ultimately establishes the customer. This is our system in brief. As you will see, it is very simple, but requires constant care and close attention to details. A mail order department must be kept in order with a fine-tooth comb. Even an original order amounting to 50 cents, if carefully looked after, may establish a customer who will, in time, buy hundreds of dollars a year.

"It is not necessary to say that no mail order department can be successful unless the greatest care in the selection of the goods in filling the order is exercised, but this has nothing to do with the advertising feature of the business. There are now on our books several thousand customers who have never been in New York City and who order through our catalogues almost every season. We send out 250,000 copies of a 132-page catalogue every year through the mails—125,000 of these go out in September and 125,000 in April.

"We believe in a good, substantial catalogue. We use good cuts—no color printing—and a paper that is simply good enough not to be objectionable. A catalogue should be a serious publication, creating a desire to purchase by the evident honesty of every detail. Of course, the cuts are a considerable item of expense. They have to be changed almost entirely every season. Perhaps one-third of them are furnished by the manufacturers. The rest we make ourselves."

J. L. F.

THE TRADE PAPERS.

Trade papers have become a wonder of the age. They report from week to week the minutest details likely to interest the community whose interests they have at heart. Probably not an issue of a trade paper is sent out that does not contain more than one item, which if carefully read, will benefit a retailer more than the equivalent of a year's subscription.—*Shoe and Leather Journal*.

RECIPROCITY THE AIM.

The majority of newspaper publishers consider all advertising patronage as a mild species of blackmail. As a rule, the publisher of a newspaper is never able to conceive how any advertiser ever can succeed in getting his money back. He thinks that a patron advertises in his paper to help it along, or because he is interested in the same political party. The idea that anybody ever gets a profit on the cost of advertising is one that the average newspaper man is wholly unable to comprehend. Although he constantly preaches advertising, he has only about the amount of real belief in its benefits that the average clergyman has in the reality of hell fire. Having this opinion of the advertising patronage he receives, it naturally influences him when he thinks of doing a little advertising for himself. He can hardly conceive that the money he will pay will bring him anything more than the good-will of the man to whom he pays it. It is a bid for that good-will. If the money ever comes back, it is to come from the very hand that took it. If successful advertisers had not more real belief in the value of advertising than the average newspaper man, it would be an impossibility for any newspaper to live, for without advertising the newspaper is not possible.—*Printers' Ink*, Dec. 25, 1895.

The condition set forth above explains why so many newspaper men insist upon advertising in all the clap-trap advertising books. An advertisement in *Fame* produces expectations of a Sapolio contract. A page in Dauchy's Directory fails to be either "grateful or comforting" if it does not bring an order for Epps' Cocoa or some other. An ad in Ayer's Annual is a grasshopper put on a hook to catch a fish called Cottolene. In Morse's book every ad is a bid for the consideration of the famous self-adjusting corset people. And so on down the scale. A thoughtful newspaper man, publisher of a leading New Jersey newspaper, who has symptoms of the disease, writes to PRINTERS' INK as follows:

NEW JERSEY, Dec. 20, 1895.

Editor of PRINTERS' INK:

I see that you have been more or less going for the wretched Chicago papers who have, I think mistakenly, taken the position that they will not advertise in newspaper directories or other trade publications.

As a publisher I think I may venture the statement that the mistake of the Chicago papers has consisted in adopting a sweeping resolution where discrimination was called for. This is brought to my mind very forcibly by the fact that I have just recently been pestered by requests from advertising agencies to spend from \$25 to \$100, for advertisements in the directories issued by those agencies, and have felt that were such a compact as exists among Chicago publishers in force in my city it would be a great convenience. I could then stand off the pressing and persuasive advertising agents whose promises of business and fame are so alluring and hard to resist.

In the absence of any such artificial protection, I have felt compelled to take the position this year, that the question "to advertise" or "not to advertise" should be decided on grounds of reciprocity. Looking over my ledger, I have turned down one directory publisher whose \$50 advertisement has brought in only \$12 of business from his agency. In another case \$100 for an advertisement seems to have produced only \$37 of business, and, of course, I have politely declined the invitation of that very respectable agency to do some more advertising in their publication. I think this is the right ground to take, and if publishers would insist upon it, it would speedily stop the publication of the swarm of newspaper directories, annuals, hand-books, etc., etc., that have long lagged superfluous on the stage.

On mere theoretical grounds, I am quite aware that this action could not be defended, as, had an advertisement in any special directory evidently proved profitable, it would be unreasonable to discontinue it because the agency publishing the directory had not sent what I might consider a proper amount of business. But here comes in a practical consideration of the kind that so often knocks theory endways. How am I to ascertain whether an advertisement in a directory is or is not profitable? Surely, the probability is that, if an advertisement in any directory brings business, it will bring it through the house publishing that directory. We might, possibly, make an exception to this rule in favor of such a well-established and accredited publication as the American Newspaper Directory; but for the great majority of other publications, how is a business manager to know which pays or not, except by the business he receives from the agency publishing the directory? I feel, therefore, that I am fully justified in saying that reciprocity is the only safe rule.

Still, this is a big country, and not all the advertisers can be reached through one publication. Therefore, the newspaper that has its business to win may perhaps profitably spend money in advertising for which it sees no direct or immediate return. There is, however, an obvious limit to "investments" of this kind. Few newspapers have money to burn—certainly not a struggling one. Let publishers insist upon reciprocity as the rule in all cases, and advertise in no directory the agency publishing which has not sent them business to at least ten times the amount the newspaper is asked to spend. That's real reciprocity.

Yours respectfully, RECIPROCATOR.

Reciprocity, according to the New Jersey idea above outlined, instead of stopping the swarm of publications complained of, tends to multiply them. Wise newspapers advertise where they think the advertisement will pay, and frown upon the man who suggests that an advertisement shall be given on grounds of reciprocity. If reciprocity is the only safe rule, then the American Newspaper Directory, notwithstanding its great excellence, being published by a firm which is not an advertising agency, must be positively excluded from any advertising patronage from newspaper publishers.

"Bullet Proof."

The "Turks" Can't Touch Us!

"THROUGH THE DARDANELLES"

The Grand Young War Ship

St. Louis Post-Dispatch

Steams majestically onward!

On Sunday, Nov. 17, the St. Louis morning papers reduced their price to ONE CENT. The following shows what the average Net Circulation of the Daily Post-Dispatch was per day during the nine days BEFORE the reduction, nine days AFTER, and during the nine days ending Monday, Dec. 16:

PROGRESS.

<i>Average Net Circulation Per Day.</i>	<i>Daily Edition Only.</i>
Nov. 7 to 16, inclusive, - - - -	80,750
Nov. 18 to 27, inclusive, - - - -	82,002
Dec. 6 to 16, inclusive, - - - -	83,178

GAIN.

Second 9 Days Over First 9 Days, -	1,252 Copies per Day.
Last 9 Days Over First 9 Days, -	2,428 Copies per Day.

This Gain is everywhere, both in the City and Country.

Sunday Post-Dispatch 86,015 *Average for Nov. 1895.*

A Gain of 2,428 readers
per day in the face of
such opposition means

MERIT

The Post-Dispatch, St. Louis, Mo.

Published by the Pulitzer Publishing Co.
Chas. H. Jones, Editor and Manager.



CHARLES J. ZINGG.

Mr. Charles J. Zingg, of Farmington, Me., contributed the largest number of advertisements of any competitor in the PRINTERS' INK Vase competition—three or four dozen ads in all. The majority of them were excellent, and some were superlatively good. It is on account of these facts that interest hinges on the personality of the man, and many who have read his ads are asking for particulars of him.

Mr. Zingg is thirty-three years old. He was born in Zurich, Switzerland, where he was educated in the schools, supplemented by some private tutoring. Leaving college, he was admitted to the Royal Commercial and Weaving School, at Reublingen, Germany. From here he entered the office of a prominent export house in his native city. At the age of 22 he was sent to Zanzibar, East Africa, as clerk in the branch of his firm at that place. "The firm," says Mr. Zingg, "imported almost every conceivable article," and he kept his eyes and ears open, in this way acquiring knowledge of commercial articles, as well as of the needs of lands and peoples. Among the incidents of his sojourn here were voyages to the East Indies and the Persian Gulf. During this time Mr. Zingg did correspondence regularly for his home papers, was appointed corresponding member of the *Livres Geographical Society* and a member of the *French Consular Court*. He was a prominent man in Zanzibar in those days.

In 1889 he returned to Switzerland. Previous to that he had met Stanley and Emin Bey, and it was on the night of the great re-union banquet when Emin Bey fell through the window that Mr. Zingg found himself attacked by the malaria disease which made a change of climate imperative.

The United States had always seemed an attractive place to Mr. Zingg, and when, during 1890-91, business was dull in the fatherland, he determined to set sail. Coming here he drifted into journalism, corresponding for several foreign publications. He says that, having seen the important cities of Europe and the Orient, the size of New York did not impress him much. What did impress him particularly was the mass of advertising that was being done. The thought occurred to him

that this must be a distinct branch of business in the new country. In 1892 a copy of PRINTERS' INK fell into his hands by accident. That was the beginning of Mr. Zingg's interest in the subject. He studied the new science with an ever-growing desire for more knowledge and an ever-growing admiration for the Little Schoolmaster. Since that time he has been writing advertising for his local connection with great success. Last year he made a trip abroad, and found that his ideas and habits had become thoroughly Americanized, although he will not be naturalized till next year. He speaks English, French and the Arabian dialects. To his hard experience in the school of practical business, and the possession of some natural aptitudes, such as being a good reader of human nature, and an effective user of language, he ascribes his success. To these he has added energy and concentration, without which the best of nature's gifts would be of little use. It is probable that there is a future in the advertising field for Mr. Zingg.

ADVERTISING PUNS.

The practice of using puns in advertising has been indulged in for years. Unless the "wit" is pointed and happy, and also original, it is a style of advertising best let alone.

One of the happiest advertising puns I know of is that put out by a manufacturer of infant's food. It is the picture of a chubby, rosy-cheeked baby on top of a can of the food, and the inscription underneath—"Raised on It!" On similar lines is the new poster of H.-O.—a balloon rising in the air with a package of H.-O. for the car, and the inscription—"H.-O. raises itself." But this is a very unhappy simile. A balloon raises itself only when inflated with gas. Surely the same cannot be said of H.-O.?

The Cherry Blossom Soap people used to have a picture of a sister of mercy with a fair complexion, the letter press being the two words—"Nun nicer." And a sarsaparilla house used a poster of a large top spinning around with a bottle of the sarsaparilla "on top." Of course it was "always on top."

A window shade roller manufacturer had a magazine ad which showed the picture of a large bird with a shade roller in its mouth, and the line underneath—"It fills the bill." A prominent shoemaker used the happy phrase—"A two-foot rule—always wear our shoes." And a baker called himself in his ads, "the best bred man in town." "Block, the 'head' hatter," was not a bad pun, neither was the other hatter's ad, "Our hats are a-head of all."

A Western real estate dealer's ad in the newspapers reads—"Do you want the earth? I have 'lots' of it for sale."

The patent medicine ad, "Is life worth living?—It depends on the liver," was a clever pun and did good duty for years.

JOHN C. GRAHAM.

A CIGAR ad, if good, will draw easily.

IN PHILADELPHIA.

PHILADELPHIA, Pa., Dec. 18, 1895.

Editor of PRINTERS' INK:

The strike of the motormen and conductors against the street car companies, now taking place in the city, has had a very damaging effect upon the business of the large dry goods houses and department stores. A few of the large houses, however, adopted novel expedients. Every available stage and omnibus in the city was procured and impromptu bus lines established to the depots and ferries, on which all persons transacting business with the firms were transported free.

A prominent printing house here, apropos of the strike, has printed a large number of cards on which is the following, the first three words in large type:

I WILL WALK

And in the Future get all my
Printing done at —.

A fashionable carriage has been going the rounds of the city, advertising a certain brand of ham. Six persons were seated in the carriage, which was open. Two of the persons wore masks representing the head of a pig, and, by the blowing of bugle horns, kept the people's attention attracted towards them, and incidentally to the signs on the carriage. Literature was distributed along the street.

H. P. BROWN.

CONTENT.

86 World Building, }
New York City, Dec. 23, 1895. }

Editor of PRINTERS' INK:

It must be gratifying even to the losers in this contest that the verdict was given by so competent and impartial a jury. If I was tried for my life I wouldn't want to pick out an abler set of men to pass judgment. In fact it might almost be considered an honor to be hung by such a jury. I wanted that Vase, but I am entirely satisfied with the decision.

I cheerfully take off my hat to Mr. Jones, and I think my admiration of his advertisement is sufficiently indicated by my use of it. I don't know how I could have made my appreciation of it appear any stronger unless I had stolen the whole of it.

My main reliance upon the last ad I submitted was in the fact that "Gillam" headed it rather than that I footed it. I looked upon those names as a string of pearls, and mine simply the knot on the end.

I am not sorry I went into this competition, although I didn't get even a spoon out of it. I have learned several things worth knowing, and I have to my credit a year's subscription to *PRINTERS' INK*, the perennial fount of advertising knowledge.

Yours truly, WOLSTAN DIXEY.

TO AN ADVERTISING AGENCY.

DAYTON, Washington, Dec. 20, 1895.

DEAR SIR—As I have already sent you two copies of *Chronicle* containing ad, it is to be hoped that the accompanying clipping will establish the fact that the ad was published, although I have always regarded two things as impossible. First—the invention of a "perpetual motion" machine. Second—satisfactory proof of publication to an advertising agency.

F. S. STROHM.

TOYS.

NEW YORK, Dec. 23, 1895.

Editor of PRINTERS' INK:

"The retail dealers in toys," said one of them, "are compelled to do the bulk of their trade during the holidays. At other times business is rather slow, and that is why we find that the dealer usually sells candies and stationery in connection with his stock of toys."

Advertising of toys is not at present done by the small dealers, unless we include the spasmodic efforts they make to increase the sale of a particular article by exhibiting it in their windows. The only toy advertising done to-day is by the manufacturers of educational toys and games. Thus, the Milton Bradley Co., of Springfield, Mass., which manufactures educational toys and games for the use of kindergartens, advertises them in all the educational magazines, as do the manufacturers of similar wares.

"Games have often been widely advertised, but unless the advertising is done near Christmas time, the results do not warrant much advertising expenditure. At Christmas, quite an amount of toy advertising appears in the weeklies of largest circulation, and is, I believe, fairly profitable at that time. At other seasons, it is pretty difficult to tell what the result of a toy advertising campaign will be."

D. H.

ADVERTISING A BATHING ESTABLISHMENT.

NEW YORK, Dec. 24, 1895.

Editor of PRINTERS' INK:

Said the proprietor of a bathing establishment: "To effectively advertise baths, it is necessary to impress on the mind of the prospective bather that absolute cleanliness prevails in your establishment. We Americans are becoming every day more afraid of the possibilities of disease latent in dirt. Possibly nothing is more disgusting to one's sensibilities than a bathing establishment that is not scrupulously clean."

"The accommodation of an ordinary establishment is limited, and when the proper number of customers is secured, no more are desired, and advertising would be superfluous. This is perhaps why so little advertising is done. Newspaper advertising is out of the question in most cases. I have, however, seen a bath advertisement appear constantly in a San Francisco newspaper; it offered two baths for a quarter."

BADEN BADEN.

IN CANANDAIGUA.

CANANDAIGUA, N. Y., Dec. 20, 1895.

Editor of PRINTERS' INK:

Local merchants are vying with one another in attempts to excel in Xmas advertising attractions. In the windows of the Spangle clothing store a juggler, "Signor Venzuelo," uses his magic art afternoons and evenings to attract crowds—crowds so large that the police have their hands full. G. B. Anderson, the big dry goods man, has an immense model of a church (with colored glass windows, Xmas decorations, and with music continually issuing therefrom) composed almost entirely of laces, ribbons and other goods. A novelty at the McCabe laundry is a big "Ferris wheel" propelled by a one-horse power engine—all machinery in full operation in the windows, and, as substitutes for cars, are signs, advertising the representative business houses of the city.

C. W. D.

BOSTON BEACONS.

BOSTON, Dec. 24, 1895.

Editor of PRINTERS' INK:

The "living example" in shop windows is multiplying quite fast in Boston. Ladies love to linger and watch a muscular young man manipulate the chest weights in a store on Tremont street, while around the corner the men delight to gaze in at a pretty girl doing fancy work on a new sewing machine. A gawky lad in Scotch plaids acts out a pantomime in another window, while a little ways from him sits all day a rug weaver from the Orient, in native costume. But the best of all is a "made-up" young man in imitation of an automaton smoking a cigarette, and so clever is the disguise that many who look at him think the fellow is a wax image wound up.

A druggist fills a window full of perfumes with a pretty dolly peeping over a small rope stretched across the window, and hanging above this is a sign: "Look over our line of Perfumery."

About the neatest and cheapest window ornamentation was a motto sign in a show window made of silvered glass balls about one inch in diameter, like those used on Christmas trees. They were strung on a wire forming the letters, and then attached to a wire across the window.

The introduction of realistic specialties in window decoration has called forth more inventive skill. Many young men with creative talent are doing well dressing shop windows.

BUSY BEA.

A VALUABLE MEDIUM.

Office of SANDERS ENGRAVING CO., }
314 N. Broadway.
ST. LOUIS, Dec. 20, 1895. }

Editor of PRINTERS' INK:

We send you by this mail one of our calendars for 1896. We have been striving very hard to get out of the "old ruts" in advertising, and your publication has been a valuable medium to us for new ideas and methods for reaching the printing industry. Wishing you much success, we are, yours respectfully,
SANDERS ENGRAVING CO.
Lon Sanders, President.

IN LOWELL, MASS.

LOWELL, Mass., Dec. 20, 1895.

Editor of PRINTERS' INK:

In a show window on Merrimack Square a parlor stove is exhibited, with this placard:

I'LL
MAKE IT HOT
FOR YOU!

C. R. C.

GOOD-WILL.

There is nothing so broad-spoken of our native dependence upon the integrity of our fellows as the confidence with which the honest buyer enters into a commercial transaction with a merchant of probity and repute. It is the sincere tribute that intelligence pays to integrity; it is the most valuable portion of a merchant's possessions; it is the coveted jewel that for ages has hidden its resplendence under the honorable yet humble phrase, "Good-will."—*The Haberdasher.*

A WINDOW NOVELTY.

HARTFORD, Conn., Dec. 21, 1895.

Editor of PRINTERS' INK:

In a New York store window recently was displayed an unique sign. The basis of plate glass mirror had passed through it a line of glass tubing so arranged as to form in front only the letters constituting the reading matter and a border. Through the tube kept moving a colored liquid broken into half-inch sections by intervening air spaces, and these, of course, were reflected and doubled by the mirror surface over which they moved. The movement, appearance and disappearance of the liquid attracted the attention.

HARTFORD GLOBE MAN.
(J. E. Scattergood.)

SIX PAPERS IN EXCHANGE.

LOS GATOS, Cal., December 14, 1895.

Editor of PRINTERS' INK:

It would be very interesting to find out about the *inward truthfulness* of many of the large circulations that are reported by various papers; for instance, to know how many papers do as the *New York Weekly Tribune* does. The *Tribune* sends six papers in exchange for one \$1.50 country paper, which *Tribunes* are used for fuel, and are of no benefit to advertisers. How many such tricks are used to make a large showing and charge large prices for advertising? I thought these matters might be of some interest to you.

S. S. BUTLER.

LEARNING A BUSINESS.

As a rule, the best business men are those who commenced their mercantile career in a very subordinate position, and, by steady application and attention to the duties that devolved upon them, worked their way upward into a place of prominence. A close inquiry into the careers of many business men reveals the fact that the most of them began business as poor boys, and, by energy, industry and economy, acquired wealth and influence. Instances are rare in which a young man has begun business at the top and has made a grand success of it. Such instances sometimes occur, but not with great frequency. The quickest way in the world in which a young man can get rid of a fortune is to embark in a business of which he knows nothing and attempt to run it on a large scale.

The education of most of the prominent business men began in small country stores, with which they remained until their growing ambition brought them into a field where they had larger and more splendid opportunities. We know there are thousands of young men who are disheartened and discouraged at the humble position in life which they are filling at the present time; but we sincerely believe there never was a better time for young men to rise in the world than exists now. There is always a demand for young men of the right stamp. It takes pluck, perseverance and persistence sometimes to gain the ends desired; but few really fail in finding recognition in the business world who are really worthy of it.

As water will always find its level when left to its own control, so will a young man find his level in the business world. He cannot hope to reach a high position except on his own merits, and if he has no ambition to attain to anything beyond mediocrity, the world, as a rule, will estimate him at the value which he places upon himself.—*Grocer's Criterion.*

ADVERTISING A BAKERY.

"The object of the efforts a baker makes to increase his trade," said a baker, "are directed toward making those who are already customers purchase more rather than to secure new customers. To begin with, his business is perhaps more local than that of others who supply household necessities, hence his field of effort is confined to his own neighborhood.

"Sometimes a store is so favorably situated that it can get a slice of trade that is not local. For instance, my place is next to a large department store, my window always being full of the most toothsome dainties; the ladies come in and take home some of my creations. A store on a prominent avenue in a large city gets of course an amount of passing trade, but the stand-by of every bakery is the local customers, who buy day after day, year in and year out.

"The window is the best medium for attracting local trade. It is the place where special offerings can be made. Such a window should be scrupulously clean, and the bread and pastry should not be dumped promiscuously, but should be placed on plates, if possible. Everything should be labeled with name and price. I think the success of my own window as an advertising medium is due to my following these rules.

"Special offerings are as suitable to a bakery as to any other business. My own plan is to have a special offering in my window every Saturday night, and to have an array of dainties in sight when people come in to buy the special offering. Few women can resist the temptation to buy.

"I believe bakers have never used the newspaper except, perhaps, in country towns. Some of them have, however, utilized circulars, and I know one baker who uses a little four-page booklet to announce his 'specials' for each week. The generality of bakers have probably never considered the question of increasing their trade by effective publicity. But it will come in time." G. T. C.

ADVERTISING NEEDS TIME.

One may insert an advertisement in his local paper and the following day estimate how many of that article have been sold; but is that as far as advertising goes? Out of 5,000 people who saw your display advertisement, how many put in appearance at your store in response to it? Possibly 100. The remainder, 4,900, weren't enough interested in your offerings to call on you. But were these 4,900 that didn't call able to get away from the influence of your advertising? Some impression of your name has been photographed on their minds which will never be erased. It may be that days will pass before opportunity will permit the effect of your advertisement to assert itself, but it will surely do so.—*Dry Goods Bulletin.*

KEEP AT IT.

Young Business Man—What do you think is the best time to advertise?

Old Business Man—All the time, young man.—*Somerville Journal.*

If you of trade would win a share
Write out your ads with skill and care,
Then place them in the mediums best,
And circulation does the rest!

ALL dentists' advertisements are not pulling ones.

OPTICIANS' ADVERTISING.

It is gratifying to note that opticians are keeping pace with those in other businesses in the extent and character of their newspaper advertising. Indeed, few subjects are so attractive or prolific in interesting matter for the advertisement writer as optics, and of no business should the advertising prove more profitable. Any knowledge as to the eye, the most delicate and useful organ of the body, is eagerly devoured by the public, and such knowledge interests not a portion of the public, but all. It is an organ, too, that is still very imperfectly understood, and the people readily admit their ignorance. By advertising much can be done to enlighten them, and gratitude, no less than the benefit expected, may make them the advertiser's customers. We have noted, too, that the street cars are being used more and more as mediums for advertising an optical business, and several of the advertisers have informed us that results from a card in the cars have proved most satisfactory. A card of this kind that has attracted much notice in this city is printed in somewhat loud colors, and represents a hapless female with her aching head tied up in a handkerchief. Various alleged specifics for headache have been tried, but in vain, as her eyes are the real cause of the pain. There are few people who suffer from chronic headache who would not be put a-thinking by this ingenious advertisement.

A somewhat new reason why intelligent advertising should be done by opticians is the fact that department stores are beginning to add the optical to their other businesses.—*Keystone.*

A WATCHMAKER'S ad should be well timed.

Classified Advertisements.

Advertisements under this head, two lines or more without display, 35 cents a line. Must be handed in one week in advance.

WANTS.

LE FIGARO, Biddeford Me., wants advertisements. Original French monthly.

FOREMAN wants to change position; daily or weekly. All references. "L," Printers' Ink.

PIANOS to trade for advertising. Address, with rate card, HIBBARD BROS., 43 Van Buren St., Chicago, Ill.

WISCONSIN AGRICULTURIST, Racine, Wis. Advertisements at 30 cents a line for 25,000 circulation, guaranteed.

WANTED—A 32 or 36 inch paper cutting machine, in good order. Address CHAS. F. HUBBS & CO., 36 Beekman St., New York.

WANTED—Experienced advertising manager and solicitor, daily paper, Western city of 25,000. Address "J. C. B.," care Printers' Ink.

POSTAL Cards Redeemed—Uncle Sam will not redeem printed, but not used, postal cards. I will. Send sample, state quantity. Will quote price. W. S. PARKER, 152 Monroe St., Chicago.

ARE your patent medicines sold in Hawaii? Do you want them brought to the notice of 100,000 people? Do you want a live, progressive American drug house to represent you here? We are agents for Hood, Madame Yale, Fig Syrup and others. Can we represent you? Write us. Booklet free. HOBSON DRUG CO., Ltd., Wholesale and Retail Druggists, Honolulu, H. I.

TO publishers of newspapers, magazines and periodicals: Why don't you produce your own engraving when wanted on the spot at cost? Besides this convenience you could make cuts for others at a profit. A modern first-class half-tone and line engraver, for the last six years foreman of a newspaper engraving department, desires to change situation. If contemplating to put in an engraving plant here is the right man. Address "C. W.," care Printers' Ink.

WANTED—An artist, fertile in ideas, able to do good outline work and lettering, and who has had experience in illustrating advertisements. Address, stating salary wanted, together with samples of work, **ART DEPARTMENT PRINTERS' INK**, 10 Spruce St., New York.

NOW. Right now is the time to collect your delinquent subscription accounts. We advance money on them. Don't be led astray by irresponsible concerns. All kinds of references and testimonials furnished. 6,000 publishers use this agency. Write for terms. Address **PUBLISHERS' COLLECTION AGENCY**, 602 American Tract Society Bldg., N. Y. City, 1, 2, 3 Excelsior Bldg., Pittsburg, Pa., 825 Monadnock Bldg., Chicago, Ill., and Builders' Exchange Bldg., St. Paul.

NEWSPAPER SUBSCRIPTION ACCOUNTS.

RETTIG N. S. A. Ledger Co., Platte City, Mo. Circ's free. Lightning index, 25c. (returnable).

PRESS CLIPPINGS.

SOUTHERN CLIPPING BUREAU, Atlanta, Ga. Press clippings for trade journals and adv's.

BILLPOSTING AND DISTRIBUTING.

WE want to talk to you. No trouble to answer questions. **BUS. AD. CO.**, 418 5th St., N. E., Washington, D. C.

BOOKS.

DANGER SIGNALS, a manual of practical hints for general advertisers. Price, by mail, 50 cents. Address **PRINTERS' INK**, 10 Spruce St., New York.

PAPER.

M. PLUMMER & CO. furnish the paper for this magazine. We invite correspondence with reliable houses regarding paper of all kinds. 45 Beekman St., New York.

SPECIAL WRITING.

EDITORIALS for weekly or daily papers; bright and fresh. "**JUSTIN**," care Printers' Ink.

BEGIN 1896 with bright, confidential "ed. y copy." It pays. Politics to suit. Booklet and "points" sent editors and publishers only. **G. T. HAMMOND**, Newport, R. I.

ADVERTISING AGENCIES.

ANY responsible advertising agency will guarantee the circulation of the **WISCONSIN AGRICULTURIST**, Racine Wis., to be 25,000.

If you wish to advertise anything anywhere at any time, write to the **GEO. F. ROWELL ADVERTISING CO.**, 10 Spruce St., New York.

MAILING MACHINES.

THE Matchless Mailer, best and cheapest. By **REV. ALEXANDER DICK**, Meridian, N. Y.

\$1.00 (stamps or m. o.) Pelham Mailing System and Mailer, postp'd. Prac'l: 1,000 hour; saves 2-3 time writing; no type lists; unique address label. **C. F. ADAMS & BRO.**, Topeka, Kan.

ELECTROTYPES.

CHALK engraving plates. Do you use them? If yes, write to **HIRD MFG. CO.**, Cleveland, O., for information which will save you money.

WE make the best interchangeable plate and base on the market. Also the lightest all metal back electro. **THE E. B. SHELDON CO.**, New Haven, Conn.

AMATEUR SPORT.

THE GOLFER is an illustrated monthly devoted to the game of golf. This magazine has the highest class circulation in America. We invite comparison with any publication wherever published. We refer, without permission, to our advertisers and will abide by the decision of any of them, in regard to whether advertising in **THE GOLFER** is a paying investment. Address all communications to **THE GOLFER**, 234-236 Congress St., Boston.

MISCELLANEOUS.

WISCONSIN AGRICULTURIST, Racine, Wis. Only English agricultural paper printed in Wisconsin. Established 1877.

If you do, or ever intend to use cuts, you should know of our work and our prices. Write for samples. **CHICAGO PHOTO ENG. CO.**, 79 5th Ave., Chicago.

PRINTERS.

1,000 7-L. note-heads, 5x9, for \$1.75 check. **WILCOX**, the Printer, Milford, N. Y.

\$1.25 BUYS 1,000 No. 5 bill-heads, printed to order. 5,000 lots, \$1.10. **COOK**, artist printer, Madison, Me.

THE LOTUS PRESS (Artistic Printers), 140 W. 32d St., New York City. (See advertisements under Advertisement Constructors.)

BICYCLE Gordon, operated by pedals; feeder, sitting, uses both feet on treadles. Good thing—easily pushed along. Particulars any branch **AMERICAN TYPE FOUNDERS' CO.**

ILLUSTRATORS AND ILLUSTRATIONS.

HANDSOME illustrations and initials, 5c. per inch. Catalogue, 10c. **AMERICAN ILLUSTRATING CO.**, Newark, N. J.

A CHRISTMAS number of any special edition calls for cuts. We can save you money, Mr. Publisher, and there is no better work than ours. **CHICAGO PHOTO ENG. CO.**, 79 5th Ave., Chicago.

MAKE your own cuts. We have a process by which you can make your own cuts in a few minutes' time at less than 5c. per cut. You can make any kind of a fine cut, whether an artist or not. Hundreds of publishers, printers and advertisers now using it with great success. We have permission to refer to the editor of **PRINTERS' INK**. Send stamp for samples and particulars. **ZINC PROCESS CO.**, Goshen, Ind.

ADVERTISING NOVELTIES.

ORIGINAL novelties, 1 to 5 cents each. **HALL & DOWNING**, 257 Broadway, New York.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

FOR PREMIUMS to give customers of retail stores nothing equals our Standard Novels, by famous authors, printed with your own special advertising on every page. Send for sample and prices. **OPTIMUS CO.**, 31 Rose St., N. Y.

MAZZAROTH—The wonderful number and circle of time. Beautiful picture 25x35 inches; 14 colors illustrating the finding of Eden and the Tree of Life. By mail 50 cents. \$100 reward for best explanation. **J. M. BIGGS**, Louisville, Ky. Box 645.

SUPPLIES.

A. T. F. CO.
See No. 1 ad.

VAN BIBBER'S
Printers' Rollers.

ZINC for etching. **BRUCE & COOK**, 190 Water St., New York.

STANDARD Type Foundry printing outfits, type, original borders. 300 Clark St., Chicago.

STEREOTYPE, linotype and electrotype materials; copper anodes; zinc plates for etching. **MERCHANT & CO., Inc.**, 517 Arch St., Philadelphia, Pa.

THIS PAPER is printed with ink manufactured by the **W. D. WILSON PRINTING INK CO.**, Ltd., 10 Spruce St., New York. Special prices to cash buyers.

A GOOD cut helps any ad. We are makers of the very best engravings, all processes—and our prices are the sort that suit. **CHICAGO PHOTO ENG. CO.**, 79 5th Ave., Chicago.

NO. 1—Everything for the printer. Biggest and best selection of type. New and second-hand printing machinery. Can save you money on outfits. **AMERICAN TYPE FOUNDERS' CO.**, eighteen branches in all principal cities.

ADVERTISING MEDIA.

ONE of the five best towns in Maine—Rockland. The only daily paper—STAR.

20,000 LAWYERS reached by "Selected Lists." Address "CO-OPS," Rochester, N. Y.

DETROIT COURIER, the farm and village society and home paper. Holds the confidence of its readers.

ANY person advertising in **PRINTERS' INK** to the amount of \$10 is entitled to receive the paper for one year.

IN all America there are only eight semi-monthlies which have so large a circulation as the **WINCOMB AGRICULTURE**, Racine, Wis.

BILLBOARD ADVERTISING reaches nearly every billposter, distributor, sign writer, poster printer and fair in the U. S. and Canada m'thly. Sub'n \$1 per yr. 35c. line. Cincinnati, O.

BRAINS, a weekly journal for advertisers. It contains photographic reproductions of the best retail advertisements to be found in the various publications of the English-speaking world, together with many hundred excellent suggestions for catch-lines, reading matter and best typographical display of advertisements. The only journal in the world devoted exclusively to retail advertisers and to the men who write and set their ads. Printers get many good suggestions for display from it. Subscription price \$4 a year. Sample copy of BRAINS free. Advertising rates on application. **BRAINS PUBLISHING CO.**, Box 575, New York.

GOOD HOUSEKEEPING,

Springfield, Mass.

desires good and appropriate "ads," because it gives first-class service and the fact that it appeals to the very best class of American housekeepers, who are really the buying class.

It is an axiom that "woman's taste and good judgment unlocks the pocket-book for all home needs." She guides the family expenses and purchases nearly all the good things for comfort and adornment. Hence reach her through **GOOD HOUSEKEEPING**.

Published monthly by Clark W. Bryan Co.

Address communications about advertising to

H. P. HUBBARD, 38 TIMES Bldg., N. Y.

ADVERTISEMENT CONSTRUCTORS.

A PT ads. CURRAN.

A D RETAILER—Send your address to OCTAVUS COHEN, P. O. Box 58, New York.

ADS—Terse, truthful, incisive, convincing. W. N. WESTON, 910 G St., N. W., Wash., D. C.

SEND data and \$2 money order for six taking ads: \$20 for eighty ads. GEO. W. MARSTON, Portsmouth, N. H.

THE only writer of exclusively medical and drug advice or samples free. **ULYSSES G. MANNING** South Bend, Ind.

ADVERTISEMENTS attractively displayed and electrotyped furnished. **WM. JOHNSTON**, Printers' Ink Press, 10 Spruce St., New York.

A BOSTON house says: "You are a master of your art." Sample ad, 50c. monthly service, \$5. **MINNIE WOODLE**, 96 Fifth Ave., New York.

I PUT the knowledge acquired by years of experience in the grocery, liquor and produce trades in my ads. **SOL NEUMANN**, San Bernardino, Cal.

FIVE concise ads, that say little and say it well, for 5c. stamp and full data. Send \$2 on acceptance, or return the ads. **W. S. HAMBURGER**, 311 Fairmount Ave., Philadelphia.

PREPARING advertising matter is my sole occupation. Call and see me any day—from 10 to 12 if you wish to be sure to find me in. Write any time. If you want my booklet send 10c. **R. L. CURRAN**, Room 1317, 150 Nassau St., New York.

I AM doing work for general advertisers that pleases. Quarter-page magazine ads, completely electrotyped, \$2 and up. A good artist—good enough to do work for the reading columns of the Sunday papers—is at my elbow here. **R. L. CURRAN**, 1317, 150 Nassau St., New York.

BIG city dailies claim to do it all. They do reach a handful of business men and politicians in the towns, but wise advertisers reach the people by aid of the best local papers. The **BERLIN RECORD** (d and w) is clean, bright and popular and goes into more homes in its territory than any other newspaper. Rates on application. **W. V. UTILEY**, Mgr., Berlin, Ont.

THE advertisements that I put in type will stand out over the heads of others in any company. I know just enough more about the printing business than the other fellow does to make it to your advantage to come to me. No matter who writes your advertisements, booklets or circulars, it will pay you to have me do the printing. **WM. JOHNSTON**, Manager Printers' Ink Press, 10 Spruce St., New York.

IF your business is worth advertising, your success depends upon the quality of your ads and where they are placed. I have the ability to write them and the willingness to place them where they will do you the most good. My prices are high, but neither exorbitant or unreasonable. Booklets written and printed in best style. My printed matter 10c., or personal advice \$2 in advance. Address **H. L. GOODWIN**, Phillips, Me.

I WANT to hear from advertisers—retail or wholesale—who are willing to contract for their advertising for six months or more at very reasonable rates, contracts to take effect January 1st. Medical, educational, commercial ads or otherwise, except poetry. I write only what I believe in. Advertisers using booklets should write me anyway; I have a special good offer for such. If interested, address **CHARLES J. ZINGG**, Farmington, Me.

IN cities like Chicago, St. Louis, Cincinnati, Detroit, Pittsburgh, Philadelphia, Boston and Cleveland there ought to be a very large sale for my 700-page book, "Good Advertising," price \$5. I believe a bright young man in each of these cities can make a very comfortable income selling it. I would be glad to hear from those who are willing to give it a good, honest trial in these and other cities. **CHARLES AUSTIN BATES**, Vanderbilt Bldg., N. Y.

I WANT a man in each large city to take orders for my 700-page book—"Good Advertising." I believe that every advertiser will buy the book if it is properly presented to him. There will probably not be enough in this work to justify a man in devoting his whole time to it unless he were to undertake to cover several towns. Advertising solicitors who are daily calling on advertisers could, by handling my book, make a gratifying increase in their incomes. For particulars address **CHARLES AUSTIN BATES**, Vanderbilt Bldg., N. Y.

IF you are not a trained artist-printer, don't make your busy brain work out details of printing. Unload your "copy" on us: we will do the worrying, and the result will be the best printing you ever had. Get results from our experience; we sell what no other printer in America sells—the best printing. You want that kind of printing if you are in earnest about business. Business is built of advertising—our booklets are splendid advertising. Ask us to prove that "our best is the best." A letter will ask us. Write now. **THE LOTUS PRESS**, 140 W. 23d St., New York City.

YOU have read our ads in this column often. We know that argument never convinces like actual test. If you are not our customer, why don't you come to us with a job, and let us prove our merit? Don't matter that you're already suited. We think we can suit you better, because we believe we know more than your printer does. Sounds egotistic! It is; but our work justifies our egotism. We have time to write you, and samples to send if you are a business man. See if we claim too much when we say "our best is THE best." **THE LOTUS PRESS**, 140 W. 23d St., New York City.

ADDRESSES AND ADDRESSING.

1,000 NAMES and addresses for \$2. IRA LIERANCE, Waterville, Wash.

LETTERS for sale or rent. Cash paid for all lines of fresh letters. Write for lists and prices. H. C. RUPE, South Bend, Ind.

FRESH list of 30,000 brides—all married within last three months. Guaranteed reliable. \$2.50 per 1,000. E. E. STEVENS, Galena, Kans.

CASH buys 2,500 addresses of Harrison Co. tax payers; leading agricultural county of Ohio. Send orders to A. B. LACEY, Cadis, Ohio.

BUKENBROD MAILER, best that prints direct; Acme Standard, \$15 net, pastes, equals any \$35 mailer. Time-Saving Mail List Type, self-spacing, typewriter face, cheapest made. Prices, specimens, at eighteen branches **AMERICAN TYPE FOUNDERS' CO.**

FOR SALE.

A. T. F. CO.
See No. 2 and No. 3 ads.

5-LINE advertisement, \$1. **WISCONSIN AGRICULTURIST**, Racine, Wis.

\$3.50 BUYS 1 INCH. 50,000 copies Proven. **WOMAN'S WORK**, Athens, Ga.

RARE opportunity. For full information of an investment in the newspaper business, of \$25,000, which will net \$10,000 annually, address "Z. Y.," care Printers' Ink.

PRINTING office for sale. An established and paying business in a Southern city is offered for sale. The plant is new and complete. Terms cash. Address "J. & B.," care Printers' Ink.

\$1.50 for best single column half-tone portrait. Other work as cheap in proportion. Designs furnished for advertisement illustration. **CHICAGO PHOTO ENG. CO.**, 79 5th Ave., Chicago.

FOR SALE—The **MOHAWK VALLEY REGISTER**, established in 1828, located at Fort Plain, N. Y. The best newspaper and job office in Central N. Y. For particulars address J. D. BECKWITH, Fort Plain, N. Y.

FOR SALE—Half interest in a paying daily and weekly in Western Pennsylvania. Sickness and death in family cause of selling. Less than \$2,000 takes it. Big bargain, if sold at once. "W. X. E.," care Printers' Ink.

NO. 3—Send for type bargain sheets (6 in all) issued by Boston, New York, Baltimore, Cleveland, Cincinnati, Buffalo branches **AMERICAN TYPE FOUNDERS' CO.** Get estimates on outfits. English and German bargain type.

NO. 2—Campbell hand cylinder, Cottrell Country, Monarch and Paragon cylinders, Chandler and Price Gordon, Bicycle Foot-power Gordon—all new, at prices which sell them. Also second-hand presses at low prices. All branches **AMERICAN TYPE FOUNDERS' CO.**

ARRANGED BY STATES.

Advertisements under this head, two lines or more without display, 25 cents a line. With display or black-faced type the price is 80 cents a line. Must be handed in one week in advance.

ARKANSAS.

THE ARKANSAS METHODIST has larger circulation in Arkansas than any other paper.

For local and State circulation in Arkansas the

Little Rock Gazette

Covers the field completely. It holds the Associated Press franchise, uses Mergenthaler linotypes, and with the circulation prestige and influence gathered through seventy-six years' continuous publication is an unequalled advertising medium in its territory. Investigate its circulation and rates.

CALIFORNIA.

SOUTHERN CALIFORNIA'S matchless paper, **Los Angeles TIMES**. Circ'n over 16,000 daily.

THE WAVE, San Francisco, Cal., the leading Pacific Coast society, literary and political weekly. E. KATZ, 186-187 World Bldg., New York City, N. Y., sole agent. **13,000** guaranteed.

THE great California fruit-growing district of which San Jose is the center is thoroughly covered by the **Daily San Jose MERCURY**. Sample copies free. For advertising rates in daily or weekly address **MERCURY**, San Jose, Cal.

THE EXAMINER has a larger daily circulation than all the other morning papers in San Francisco combined, and the largest circulation of any daily west of Chicago, while the weekly **EXAMINER** has the highest circulation yet accorded to any paper west of the Missouri.—From *Printers' Ink*, issue of July 5, 1896.

FLORIDA.

FLORIDA TOPICS, Montclair, Fla. (3,000); 4 lines, 25c.; inch, 50c.; 3 times, \$1.

ILLINOIS.

JOLIET, population over 35,000 in township, 6,000 homes. **DAILY NEWS** sworn circulation to subscribers 5,143. Can any paper in America beat this honestly? Map and sample copy sent on application.

THE INLAND PRINTER is unquestionably the leading trade journal of the world in the printing industry. Issued promptly on the first of every month. Replete with valuable technical information, articles of general interest and elegant illustrations. Only \$2 per year; \$1 for six months; 30 cents per copy—none free. **INLAND PRINTER COMPANY**, 212-14 Monroe St., Chicago.

INDIANA.

PUBLIC OCCURRENT reaches the best homes in Indiana. It is a literary and society journal of twelve pages, published weekly at Fort Wayne, Ind.

IOWA.

DUBUQUE HERALD, founded 1826. Family circulation; up to date; circulation steadily increasing. Is it on your list?

THE DAILY TELEGRAPH is credited in the American Newspaper Directory for 1895 with a higher circulation rating than any other daily issued in Dubuque County.

ONE county and one town fully covered by one paper. The **WEEKLY SENTINEL** covers Carroll County better than any other paper. Circulation guaranteed by Rowell to be larger than any other weekly in the county. The **DAILY SENTINEL** is the only daily in city or county. Fills the field. Advertising rates based on circulation. Carroll, Iowa.

KENTUCKY.

LOUISVILLE SUNDAY TRUTH, 12,000 copies each issue. Thoroughly covers the homes of the city and suburbs. Now in its twelfth year. Send for rates and copy of **TRUTH** to H. D. LA COSTE, 58 Park Row, New York, Special Newspaper Representative.

KENTUCKY and Tennessee farmers are harvesting the biggest and finest crops known in this territory for years. They will have more surplus money this fall and winter than they have had for years. Advertisers can reach these people more effectively through the columns of the **FARMER'S HOME JOURNAL** than any other way. It is read and trusted by them as their business paper. Let us help you do business with these people. Address **FARMER'S HOME JOURNAL**, Louisville, Ky.

MICHIGAN.

THE 800 DEMOCRAT, Sault Ste. Marie, Mich. It should be on your list.

DETROIT COURIER, the household and society paper for village and farm homes for 50 miles around Detroit.

JACKSON (Mich.) **PATRIOT**, morning, Sunday and twice a week; also **EVENING PRESS**. The leaders in their respective fields. Exclusive Associated Press franchise. Only morning newspaper in this section. All modern improvements. The leading advertisers in the country are represented in their columns. Information of H. D. LA COSTE, 38 Park Row, N. Y.

MISSISSIPPI.

THE WATCHMAN has a large circulation throughout the Southern States, and is a splendid advertising medium. Send for sample copy and advertising rates. JAS. M. WALKER, Publisher, Williamsburg, Miss.

MISSOURI.

KANSAS CITY WORLD, daily exceeding 35,000, Sunday 30,000.

TO reach the 50,000 lead and zinc miners of Southwest Missouri, use the columns of the **Webb City Daily** and **Weekly SENTINEL** (successor to the **TIMES**). A live, progressive and up-to-date newspaper.

NEW HAMPSHIRE.

Established 1877.

The GRANITE MONTHLY

Beautifully Illustrated.

A New Hampshire Magazine.

FRANK E. MORRISON, - - - Special Agent, TEMPLE COURT, NEW YORK.

NEW JERSEY.

THE DECKERTOWN INDEPENDENT has the largest circulation of any paper in Sussex Co.

THE EVENING JOURNAL,

JERSEY CITY'S

FAVORITE FAMILY PAPER.

Circulation, - - - - 15,500.

Advertisers find IT PAYS!

NEW YORK.

QUEEN OF FASHION, New York City.

Issued monthly. A million copies a year.

THE GENEVA DAILY TIMES, only daily in Ontario County. Circulates in 30 towns. Subscription price to farmers \$3.00 a year. Leading advertising medium in its territory.

BRAINS, a weekly journal for advertisers. It contains photographic reproductions of the best retail advertisements to be found in the various publications of the English-speaking world, together with many hundred excellent suggestions for catch-lines, reading matter and best typographical display of advertisements. The only journal in the world devoted exclusively to retail advertisers and to the men who write and set their ads. Printers get many good suggestions for display from it. Subscription price \$4 a year. Sample copy of **BRAINS** free. Advertising rates on application. **BRAINS PUBLISHING CO.**, Box 578, New York.

ELMIRA TELEGRAM.

ELMIRA, N. Y.

Known Circulation Over One Hundred Thousand Copies Weekly.

A. FRANK RICHARDSON, General Agent. Rooms 13, 14 and 15 Tribune Bldg., New York City.

MONTANA.

THE LIVINGSTON ENTERPRISE; eight pages; all home print. Circulation exceeds 1,000.

HELENA INDEPENDENT - 6,340 Daily, 6,340 Sunday, 3,385 Weekly. Leading newspaper in Montana. Rowell's Directory gives it five times the circulation of any other Helena daily.

NORTH CAROLINA.

DURHAM STORY PAPER AND BUSY AGENT circulates in every State. 10 cents a line.

OHIO.

THE PRESS, Columbus, only Democratic daily in Central Ohio.

OREGON.

THE SEMI-WEEKLY ASHLAND TIDINGS has largest circulation in Jackson County, Ore.

PENNSYLVANIA.

THE PATRIOT, Harrisburg, Penna. Forty-third year. Politics, independently Democratic. Leading paper at State capital; 8,000 daily, 5,000 weekly. Rates low. Population 54,000.

DESIRABLE READERS and a good circulation are what advertisers receive in the **CHESTER TIMES**. 30,000 well-to-do, intelligent people read the **TIMES** with their supper every day. **WALLACE & SPROUL**, Chester, Pa.

THE SCRANTON TRUTH, an independent afternoon newspaper. Circulation over 13,000 copies daily. Largest daily circulation in Pennsylvania outside Philadelphia and Pittsburgh; largest daily circulation on the Lackawanna line between New York City and Buffalo. **BARRETT & JORDAN**, Proprietors, Scranton, Pa.

TENNESSEE.

CHATTANOOGA, Tenn., has 50,000 people. The **EVENING NEWS** has 35,000 readers. It is an up-to-date newspaper, full Associated Press day report, Mergenthaler machines, perfecting press. Serves all nearby railroad towns every day. Greatest local circulation. Best and largest list foreign advertising any paper in the South. Write for rates.

TEXAS.

THE CITIZEN DEMOCRAT has the largest circulation in Robertson County, Texas.

VIRGINIA.

LYNCHBURG NEWS has the largest circulation of any paper west of Richmond. Has only one rate for advertising. No "special" prices to any one. Any information of H. D. LA COSTE, 38 Park Row, New York, Manager Foreign Advertising.

THE STATE, Richmond, the leading evening paper in a community of 125,000 people, publishes full Associated Press dispatches, and is a live, up-to-date family newspaper. New management, typesetting machines, new press and many improvements. Greater local circulation than any other Richmond daily. Prices for space of H. D. LA COSTE, 38 Park Row, New York.

WASHINGTON.

SEATTLE TIMES.

SEATTLE TIMES is the best.

THE TIMES is the home paper of Seattle's 60,000 people.

SEATTLE'S afternoon daily, the **TIMES**, has the largest circulation of any evening paper north of San Francisco.

WISCONSIN.

WISCONSIN AGRICULTURIST, Racine, Wis. Only English agricultural paper printed in the State. Rates only 30 cents a line. Circulation over 25,000.

CANADA.

THE BERLIN RECORD (daily and weekly) is acknowledged to be the best advertising medium in Waterloo County, as it indisputably is the leading newspaper. The DAILY RECORD is the paper of a large and progressive manufacturing town. The people who read it are well-to-do German Canadians who have money to spend. W. V. UTLEY, Business Manager.

HAWAIIAN ISLANDS.

STAR—Daily and weekly. The live, popular paper of the country. Covers the group completely. Send for samples. Honolulu, H. I.

CLASS PUBLICATIONS.

Advertisements inserted under this heading, in the appropriate class, cost 25 cents a line, for each insertion. One line, without display or black-faced type, inserted one year, 52 weeks, for \$13, 6 months for \$8.50, 3 months for \$5.25, or 4 weeks for \$1. Display or black-faced type charged at 50 cents a line each issue, or \$25 a year, or \$2 a month, for each line of pearl space occupied by the whole advertisement. For the publisher who does not find the heading he wants one will be made to specially fit his case.

ADVERTISING.

BRAINS, a weekly journal for advertisers. It contains photographic reproductions of the best retail advertisements to be found in the various publications of the English-speaking world, together with many hundred excellent suggestions for catch-lines, reading matter and best typographical display of advertisements. The only journal in the world devoted exclusively to retail advertisers and to the men who write and set their ads. Printers get many good suggestions for display from it. Subscription price \$4 a year. Sample copy of BRAINS free. Advertising rates on application. BRAINS PUBLISHING CO., Box 673, New York.

AGRICULTURE.

BREEDER AND FARMER, Zanesville O. **PACIFIC RURAL PRESS**, San Francisco, Cal. **WISCONSIN AGRICULTURIST**, Racine, Wis.

BOOTS AND SHOES.

"BOOTS AND SHOES" WEEKLY, N. Y. City.

CARRIAGES AND WAGONS.

THE HUB, 247 Broadway, New York. The leading monthly, containing all that pertains to the art of carriage building, and circulated all over the world.

THE HUB NEWS, 247 Broadway, N. Y. The only weekly paper published in the interests of vehicle mfrs. and dealers.

COAL.

COAL TRADE JOURNAL, New York City.

DANCING.

THE BALL ROOM, Kansas City. Semi-monthly.

FASHIONS.

QUEEN OF FASHION, N. Y. City. Issued monthly. A million copies a year. **THE WAVE**, San Francisco, Cal. 13,000 weekly.

FRENCH.

LE FIGARO, Biddeford, Me., only French monthly of its kind in the U. S.; circulates in U. S., Can. and France; 40,000 monthly; only paper that reaches the French reading population of U. S. and Can. Translates advertisements. Address home office, or H. FRANK WINCHES-TER, 10 Spruce St., N. Y.

KNIGHTS OF PYTHIAS.

THE KNIGHTS' JEWEL, Omaha, 60,000 yearly.

GROCERIES.

GROCERY WORLD, Philadelphia, Pa. The largest paid circulation; the most complete market reports; the largest corps of paid correspondents of any grocery journal published in the world. Send for free sample copy.

HARDWARE AND HOUSE FURNISHING.

HARDWARE DEALERS' MAGAZINE.

Largest circulation in its field. D. T. Mallett, Pub., 271 Broadway, N. Y.

HISTORICAL.

THE AMERICAN HISTORICAL REGISTER, a Monthly Gazette of the Patriotic Hereditary Societies of the United States of America. Send for advertising rates and specimen copies. 130 S. Sixth St., Philadelphia, Pa.

HOUSEHOLD.

WOMAN'S FARM JOURNAL, St. Louis, Monthly. **DETROIT COURIER**. "We belong to the family." The paper for the homes in the village and on the farm.

LARGEST CIRCULATIONS.

ELMIRA, N. Y., TELEGRAM: Over 100,000 weekly.

LITERATURE.

THE WAVE, San Francisco, Cal. 13,000 weekly.

LUMBER.

SO. LUMBERMAN, Nashville, Tenn. Covers South.

MACHINERY.

THE SAFETY VALVE, a Journal for steam users. Office, Times Building, New York.

MEDICINE.

LEONARD'S ILLUSTRATED MED'L JOURNAL, Detroit, Mich., has 10,000 each issue; proved.

MEDICINE AND SURGERY.

WESTERN MEDICAL AND SURGICAL REPORTER, St. Joseph, Mo.

MILITARY.

CANADIAN MILITARY GAZETTE, Montreal, Que. Only publication of its class in Canada.

MINING.

MINING AND SCIENTIFIC PRESS, San Francisco.

PAINTING.

PAINTING & DECORATING, 247 Broadway, N. Y. The finest and most complete paper published for the trade—one issue worth more than price of a year's sub'n.

PARKS AND CEMETERIES.

PARK AND CEMETERY, Chicago. Monthly.

PRINTING INDUSTRIES.

PAPER AND PRESS, Philadelphia, Pa. The leading technical magazine in the world of its class—indorsed by and circulating exclusively to employing and purchasing printers, lithographers, book binders, blank book makers, manufacturing stationers, engravers, etc., etc. Sample copies and rates on application.

RELIGION.

CATHOLIC WESTERN CROSS, Kansas City, Mo. **THE ADVANCE**, Congregational weekly, Chicago, Ill. Average issue in 1904 was 21,771.

SOCIETY.

THE WAVE, San Francisco, Cal. 13,000 weekly.

SPANISH.

REVISTA POPULAR, established 1883. Largest Spanish circulation in the world. Translations in all languages: 46 Vesey St., N. Y. City.

SUNDAY PAPERS.

ELMIRA, N. Y., TELEGRAM: Circulation over 100,000 copies weekly.

TEXTILE.

TEXTILE WORLD, Boston. Largest rating.

WOMEN.

QUEEN OF FASHION, New York City. Issued monthly. A million copies a year.

The Examiner

To reach the people of San Francisco use the Examiner
 To reach the people of California use the Examiner
To reach the people of the Pacific Coast use the Examiner

THE CIRCULATION WAR IN SAN FRANCISCO.

MR. DE YOUNG'S STATEMENTS TO BE TESTED BY METHODS THAT ARE
 BOTH CHRISTIAN AND COMMERCIAL.

FIRST \$100 SUGGESTION

NEW SHARON, Iowa, December 11, 1895.

Publishers "Examiner," San Francisco, Cal.

GENTLEMEN—In reply to your offer in PRINTERS' INK for a plan to compel Mr. De Young to show down, I offer the following: Secure the services of the three thousand Christian Endeavorers who are engaged to pray for Mr. Ingersoll. Mr. De Young is certainly very much bereft of a conscience if he can withstand such an attack.

R. STEWART THOMASON.

SECOND \$100 SUGGESTION

ST. LOUIS, December 9, 1895.

Publishers "Examiner," San Francisco, Cal.

GENTLEMEN—In answer to your call, in PRINTERS' INK of Dec. 4th, I beg to make the following suggestions:

Employ some extensive advertiser to call on Mr. De Young for the purpose of making contract for advertising in the *Chronicle*, at the rate of so much per thousand circulation. They will, in this way, be compelled to "show up" their books to him and thus make known their exact circulation.

Another way would be to follow the method you are now pursuing; of keeping the "Ad" in PRINTERS' INK, where it will come under the eyes of all advertisers, until he is forced by loss of contracts to "show down." This course will also help your business, as it will call the attention of advertisers to the disparity between the actual circulation of the two papers. Very respectfully yours,

E. A. CLOONAN, 206 N. Commercial St.

\$100 PRIZE

The *Examiner* has deposited \$10,000 in gold coin in the City of San Francisco as its stake in two wagers. The *Examiner's* affidavit is correct, and \$5,000 that the *Chronicle's* statement is correct go to charity. The investigation to be made by a committee by Mr. De Young. The *Examiner* is extremely anxious to give a prize of \$100 for a suggestion from any one that will

WORSE THAN AN INFIDEL

Is Mr. De Young Past Praying For?

The Examiner People Doubtless Print and Sell More Copies than the Total Editions of all the other Morning Dailies in San Francisco.

The Two Methods!

The San Francisco *Examiner* proves its circulation by allowing everybody free access to its books. The San Francisco *Examiner* believes that its actual daily sale is greater than that of all the other morning dailies of San Francisco combined.

One San Francisco paper, however, has the effrontery to claim to have a circulation barely twenty thousand less than the *Examiner*, but will not permit any one to have any proof beyond its bare assertion.

Can a Conviction be Secured?

The San Francisco *Examiner*, desiring to get at the bottom facts concerning the rival who claims to approach 75 per cent of its own great circulation, has offered a hundred dollars reward to any one who will suggest a method by which it may be possible to ascertain what the facts really are. Among the methods suggested are the two here shown: First, it is suggested that the services of three thousand Christian Endeavorers shall be engaged to pray for Mr. De Young, who, the correspondent insinuates, must be bereft of a conscience at the present time, although he doubtless might find accommodation for one were the thing itself provided. Another correspondent suggests a more tangible and more practicable mode—that is, that some advertiser shall be found who will make a contract with Mr. De Young, basing the price upon circulation, and shall afterwards decline to pay until proof of circulation is forthcoming. This suggestion would be excellent were it not for the fact that attempts have already been made to act upon it, but Mr. De Young is too smart, and the circulation clause always gets scratched out before signature.

For advertising rates in The Examiner address

E. KATZ, Eastern Agent, 186 World Building, New York.

THE OFFER

in the hands of a committee of the best-known business men *Examiner* offers to bet Mr. De Young \$5,000 that its circulation is correct—that it has 68,000 circulation is incorrect—winnings to a committee of fourteen business men, seven of whom to be chosen by lot to settle the question and hereby offers a bet that will compel Mr. De Young to show down.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

For ten dollars, paid in advance, a receipt will be given covering a paid subscription from date to (January 1st, 1901) the end of the century.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at same rate.

Publishers desiring to subscribe for PRINTERS' INK for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving PRINTERS' INK, it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

NEW YORK OFFICES: No. 10 SPRUCE STREET.

LONDON AGENT, F. W. SEARS, 138 Fleet St.

CHICAGO, BENHAM & INGRAHAM, 145 La Salle St.

NEW YORK, JANUARY 1, 1896.

CIRCULATION: A detailed statement of the number of copies printed of every issue of PRINTERS' INK for the full year 1895, prepared to be placed on file with the editor of the American Newspaper Directory, so that the circulation may be correctly rated in the issue of that book for 1896, shows that the actual average edition for the year was 21,913 copies; for the last six months, 22,434 copies; for the last three months, 24,384 copies and for the last four weeks, 27,100 copies. The smallest issue during the year numbered 14,300 copies. The largest, 40,300 copies. The year 1896 opens with nearly twice as many names on the subscription list as had place there at the beginning of 1895.

THE money article, now a feature of all good daily papers, was an idea originating with James Gordon Bennett the elder, and no inconsiderable factor in establishing the prosperity of the New York *Herald* in its early days.

THE San Francisco *Examiner* people assert that after a careful canvass of the city and county of San Francisco they find and can prove that 70 per cent of all the families in that city and county buy and read the *Examiner*.

THE circulation of a newspaper is expressed by the number of complete copies printed. What is done with the completed copies has a bearing only in fixing the value or character of the circulation.

THE Peoria *Transcript* claims the proud distinction of being the oldest daily paper in the West which has never changed its name. It has been published as a daily, without a break, for forty years, and no other daily paper in Illinois, or west of Illinois, can surpass this record—so the *Transcript* asserts.

PROMINENT manufacturers of proprietary medicines are said to have withdrawn their advertising from the State of Wisconsin, which means a loss of several hundred thousand dollars a year to the newspapers there. The reason is a revival of an old law requiring the formulæ of all medicines advertised for sale to be printed on the labels. In a few weeks the Wisconsin Legislature will meet, and a determined movement will be made to repeal the obnoxious law.

THE *Missouri Editor* gives the following advice to newspaper publishers:

The way to please advertisers and render their ads valuable is to make them bright and pertinent. There should be an advertisement writer in every office. He should study the preparation of the matter, and should write all of the advertisements, and in place of putting a mass of meaningless nonsense or pointless wit, should make them meaty and sensible and convey valuable information. They should always tell the truth. Study PRINTERS' INK and similar publications and the advertisements of firms that have to put a great deal in a little space and get all of the ideas you can, and make your advertising pages the most attractive and informing in the paper. There is money in it.

MR. E. KATZ, now and for many years special agent for the San Francisco *Examiner* and a considerable number of other papers, has taken offices No. 230, 231, 232, 233 and 234 in Temple Court, where he will manage and conduct the Eastern business of what he asserts to be sixty of the best Pacific Coast newspapers. He will also continue as the Eastern agent of the San Francisco *Examiner* at 186 and 187 World Building, as heretofore. When Mr. Katz was requested to furnish his picture to illuminate this item, he firmly though courteously declined.

THE value of many ads would be increased if the introduction and conclusion were entirely omitted.

A HANDSOME trade magazine is *The Starchroom*. It hails from Chicago and is published in the interests of the laundry trade. It contains news items; also stories the heroes of which are laundrymen. Its advertisements are of laundry machinery, and give the outsider an insight into the unsuspected extent of industries allied to the laundry business.

FRANK H. STEVENS, the Boston advertising agent, who places the advertising of Paine's Celery Compound, is said to have more faith in the value of testimonials than in any other form of advertising. It is related that the *Irish World*, which has a large circulation among Irish-Americans, had been favored with the advertising of the Compound for some years. When the last contract expired, the newspaper sent a solicitor to Mr. Stevens to ask for a renewal. Mr. Stevens replied that he would renew the contract only on condition that the solicitor bring him a ringing testimonial and a good picture of some person then prominently in the public's eye who had used the medicine. He also told the solicitor that a prominent Archbishop of the Catholic Church was then in America on a mission from the Pope, and that he had heard that the prelate had tried the Celery Compound. The solicitor, hearing this, was sanguine of securing the testimonial. He believed it would be valuable, coming from so high a source, and would secure his paper the coveted advertising without any reduction in the price. He laid the matter before Mr. Ford, the publisher of the *Irish World*, who, because of his influence among prominent men in church and public life, had been able to make the Archbishop's mission a success. A talk with the Archbishop, however, resulted in a flat refusal on his part to write the testimonial or allow the use of his picture, because he thought the publication of such a document at that time would be detrimental to himself and his mission. The failure of the modest attempt, when reported to Mr. Stevens, caused much disappointment, which he took good care to make certain that the paper should share.

IT IS A FAIR OFFER.

For pure, unlimited cheek, naked and not ashamed, Messrs. O. D. Munn and A. E. Beach, of New York, are at the top of the column. They offer the *Scientific American* for one year in exchange for a two-and-a-half-inch advertisement. This recalls the story of the bashful young man who advertised for a home in a refined family, where the helpful influence of a Christian example would be regarded as a fair equivalent for board.—*The National Advertiser*.

Paragraphs similar to the above appear quite frequently, of late, in the newspapers that watch over the interests of publishers and give advice to those who may or may not need it. It is a fact that these *Scientific American's* proposals have been mailed to American publishers, year after year. The proposition is easy to understand and easy to carry out. It makes no trouble for those who don't want to accept it, for a toss into the wastebasket will close the correspondence. But the fact that the offer finds eleven thousand acceptances annually from among newspaper publishers shows that Messrs. Munn & Co. know what they are about, and it is barely possible that, favorable as the contract may appear to be for them, they do, in many cases, pay for the advertising more than the advertising is worth.

A BENIGHTED DAY.

THE STANDARD NEWS AND JOB
PRINTING HOUSE.

ALBERT LEA, Minn., Dec. 18, 1895.

Editor of PRINTERS' INK:

I find scattered through your pages the "ads" of job printers offering all kinds of job printing—envelopes, letter-heads, etc., at what, to most country printers, at least, is the cost of the material, or slightly more. The purpose is to ruin the business of those you are seeking as customers—of those you pretend to be representing and whose interests you are advocating. I shall take copies of PRINTERS' INK and lay the entire matter before our Minnesota State Editors' and Publishers' Association, and also before the National Convention in January.

Yours truly,

H. G. DAY.

Mr. Day is mistaken. PRINTERS' INK does not represent the interests of newspapers. It has all it can do to advocate the interests of advertisers, but will take this occasion to say that the country publisher who is afraid of the competition of a city printer a thousand miles away who advertises to print a hundred cards for 10 cents, ought to get his nurse or his grandmother to walk about with him and hold his hand when he goes out of doors. Mr. Day ought not to think of going to the Editorial Association without a tag on him.

THE DANGER OF PAYING TOO SOON

During the early part of last summer a good deal of space in these pages was devoted to the question whether a reputation for paying promptly would be of any service to advertisers in the way of obtaining low rates. The conclusion arrived at was substantially to the effect that if a rate must be sacrificed the ordinary newspaper man would think it wiser to make the concession in the case of an advertiser whose method of payment is known to be dilatory or uncertain, because in the event of his never paying at all the loss would be less than it would have been had the full price been insisted upon. The same method of reasoning seemed to be applied to advertising agencies, and explained why Stack, of St. Paul, and Dearth, of Chicago, could underbid the older and probably stronger house of Lord & Thomas. There was even some suggestion that the last named house is required to pay better prices now than formerly because their promptness in meeting their obligations is more marked, while in old times the price to be paid did not seem to matter so much.

Among the newspapers that took an interest in the discussion last summer was *Farm, Orchard and Garden*, issued at Ingersoll, Ont., and under date of July 22d, 1894, the editor and proprietor wrote to PRINTERS' INK:

I have followed a plan of dealing with all advertisers (direct or through agencies) which, I think, would be the fairest for all publishers to adopt. We allow any agency a discount of five per cent for spot cash on expiration of advertising, or ten per cent off for cash with order. This is over and above the agency's regular commission. All accounts are stated, when rendered, to be payable in thirty days. If this rule is not complied with, we refuse any new contracts from that quarter. It will thus be seen that no favor is extended to any particular firm.

We might add that we have dealt for years with The Geo. P. Rowell Advg. Co. and always found them prompt and honorable; but other agencies have been equally so, and no favor that is extended to one would be refused another. We know some publishers do not adhere to this plan, but it would be to their advantage to do so. We never inflate our prices and then knock the wind out of them by cutting them in two.

Yours truly, W. C. HOLLAND.
P. S. We enjoy perusing PRINTERS' INK, and think it fills a good place in either advertiser's or printer's reading material.

W. C. H.

Desiring to illustrate the firm manner in which Mr. Holland would re-

sist any effort to drive him from the honorable stand he had taken, PRINTERS' INK induced one of its advertising patrons to send the following inquiry:

NEW YORK, July 26, 1895.

Publisher "*Farm, Orchard and Garden*,"
Ingersoll, Ont.:

DEAR SIR—Please quote price on the enclosed advertisement, to occupy the space of two (2) inches, for three (3) months.

Respectfully, PRINTERS INK JONSON.

PRINTING INKS, BEST IN THE WORLD.

Carmine, 12½ cents an ounce. Best Job and Cut Black ever known, \$1.00 a pound. Best News Ink seen since the world began, 4 cents a pound. Illustrated price list free on application.

Address

PRINTERS INK JONSON,
8 Spruce St., New York.

In response to Mr. Jonson, the following letter came promptly:

INGERSOLL, Ont., July 29, 1895.

Printers Ink Jonson, New York:

DEAR SIR—Your letter to hand, *re ad.* We will run your two-inch advertisement three months for \$5. We will take ink for gross amount of bill, or we will allow 10 per cent for cash at expiration of advertisement, or 25 per cent for cash with order.

We do not claim to be a specially good medium to advertise printers' ink in, as we try, as far as possible, to curtail our exchange list, but while ad runs we would add a number to our list.

We would like to receive your price list, whether you decide to favor us with advertisement or not, as I have read, with interest, many of your pointed ads in PRINTERS' INK. Yours truly, W. C. HOLLAND.

P. S. Cut of trade-mark would add to the attractions of ad.

Upon receipt of the above, Mr. Jonson took the letter to the Geo. P. Rowell Advertising Company and offered three dollars for the insertion of his advertisement in *Farm, Orchard and Garden* in space of two inches for a period of three months. That agency, thereupon, having looked over the correspondence, determined to try a ready money offer and wrote as follows, inclosing check:

NEW YORK, Aug. 1, 1895.

Publisher of "*Farm, Orchard and Garden*," Ingersoll, Ont.:

DEAR SIR—We send you herewith advertisement of Jonson's Inks, with check for \$2.25 net, payment in advance. Space, two inches; time, three months.

Kindly give the advertisement such display and position as will make it attractive to your readers and profitable to the advertiser, and oblige, very respectfully,

THE GEO. P. ROWELL ADVERTISING CO.
B. F. NEWTON, Supt.

When the August issue of *Farm, Orchard and Garden* came, the advertising agency and their patron, Mr. Jonson, were delighted to find the advertisement beautifully displayed in

full two inches of space, at top of column, next to a full column of reading matter. Here is a reproduction of the ad—exact size :

NUGGETS AND FOSSILS.

The items that follow have been unearthed by the editor of the American Newspaper Directory while pursuing his researches for the twenty-eighth annual revision now in progress :

THE Parkersburg (Pa.) *Times* wants its circulation stated in the Directory as "private."

THE Salem, Mass., *Evening News* for the past year shows a daily average circulation of 15,202.

THE *Morning Star and Daily Patriot*, official daily paper of Atchison, Kans., is sold by mail for \$1.75 a year.

THE North Yakima (Wash.) *Daily Times* has for its motto, "The Daily Newspaper is the keynote to the importance of a city."

THE daily average issue of the Cincinnati *Post* for the full year just past, as shown by their statement in detail, has been 121,111.

PUBLISHERS who utter the loudest complaints are t their circulation are the ones who usually say, somewhere in their letters, "it makes no difference to us how we are rated."

WILLIAM DOUGLAS, manager and editor of the *Toronto News*, writes, Dec. 16, 1895: "The idea of publishing the circulation of the *Toronto News* as over 12,000 is ridiculous—preposterous!"

FRED T. YATES, publisher of the Washburn (Wis.) *News*, asserts that the statement in the American Newspaper Directory that the circulation of his paper, the *News*, exceeds 400, is without authority or information received from him, and is entirely erroneous.

THE BEST POLICY.

It is not business sense to lie about circulation. The best plan is to tell the truth. Three-fourths of the people who advertise in a weekly paper think very little about circulation. The fact that it is a newspaper is about all they consider. Foreign advertisers look into such matters and they can generally tell whether the editor is telling the truth. The discovery of deception is irreparable injury. Telling the truth is by all odds the best policy.—*Missouri Editor*.

MATTHEW ARNOLD AND BARNUM.

When Mr. Arnold returned from the United States full of delight at the unbounded courtesy and hospitality with which he had been received, he told with glee and gusto a story of the late Mr. Barnum. The great showman, he said, had invited him to his house in the following terms: "You, sir, are a celebrity. I am a notoriety. We ought to be acquainted." "I couldn't go," he added, "but it was very nice of him."—*The Forum*.

COMPOSE your ads neatly and change them quite oft,

And to you it will be a surprise,
How many good patrons will come to your store,
Because your ad shows you are wise.

PRINTING INKS.

R
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Carmine, 12½ cents an ounce.
best Job and Cut Black ever
known, **BEST** \$1.00 a
pound; in the best news
inkseen **WORLD.** since the
world began, 4 cents a pound.

Illustrated price list free on application.

Address **Printers Ink Jonson,**
8 Spruce St., New York.

In the September issue of *Farm, Orchard and Garden* the advertisement also appeared all right. It then only needed the October issue to convict Mr. Holland of talking morality but practicing that kindness of heart toward an advertiser which has been so often the undoing of the newspaper man. But here comes the mystery—the difficulty. The October issue of *Farm, Orchard and Garden* has never been seen by the agency or its advertiser. Applications to the office of the paper for a copy have produced no response. Applications for a sight of a copy at the other great New York advertising agencies failed of accomplishing the desired vision.

Does not this condition of affairs go to show that a man in parting with his money in payment for advertising may be too prompt for his own good? Does it not prove that it is better to deal out promises 'han cash? Madame de Stael asserted that "The lover is dull who has nothing to hope for and nothing to fear." When the agent has paid his bill the newspaper man has no longer any interest in him, but *while he continues to owe* his welfare is a matter of real solicitude to everybody connected with the newspaper to whom he is indebted.

The hardest thing in the world is to tell facts in such a way that folks will believe you. The next hardest, to get the folks to act upon that belief by buying what you have.—*E. A. Wheatley*.

NOTES.

THE Wilkes-Barre, Pa., *Times* has obtained twenty paid-in-advance subscriptions to PRINTERS' INK for the year 1896.

THE Pope Mfg. Co., Hartford, Conn., offers prizes aggregating \$400 and four bicycles for the best posters to advertise the Columbia Bicycles.

The National Tribune, of Washington, D. C., has obtained exclusive right to publish the Memoirs of Gen. Sherman as a serial. It is said that \$8,500 was paid for the right.—*New York Press*.

TURKEY has a newspaper devoted to the interests of women. It has just been started, and although it is at present edited by men, it has some women permanently attached to the staff.—*Fourth Estate*.

A NOBLE and Christian act: The Detroit, Michigan, *Christian Advocate*, which has a circulation five times as much as its next nearest competitor among the religious papers in Michigan, has recently obtained six paid-in-advance subscriptions to PRINTERS' INK for the year 1896.

THE *New York Supply Journal*, the great class paper devoted to the interests of bakers, confectioners and bottlers, has recently obtained, from among its advertising patrons and representative houses in the trade, no less than forty paid-in-advance subscribers to PRINTERS' INK. PRINTERS' INK invigorates advertisers, and the managers of the *Supply Journal* know on which side their bread is buttered.

THE *Paterson Women's Newspaper*, issued December 7, for the benefit of the Paterson (N. J.) General Hospital, realized \$5,000 in profits. It consisted of 24 pages and a cover. One hundred of the 168 columns were filled with business announcements, exclusive of those appearing on the cover, which was entirely given up to them. The work was under the editorial supervision of Mrs. Albert C. Stevens. Miss Ida England, daughter of the late Isaac W. England, once publisher of the *New York Sun*, and Mrs. T. Frank Hoxsey, who is a sister of Mr. Andrew B. Paddock, now of the *Sun* office, were among those actively engaged in the enterprise, and entitled to praise and congratulations for the great success achieved.

COMMON carriers engaged in the advertising business will be interested in a novel law point raised in Pittsburgh. An advertiser in street cars, who has wisely gone back to the exclusive use of newspapers, counted the cars in service and found he was paying for nearly twice as many cars as there were in actual operation. He broke his contract with the advertising firm, and the latter broke its contract with the traction company. The railroad company sued to recover, but was estopped by a decision of the court that, as the railway company was chartered to carry passengers only, it had no legal right to go into the advertising business. The point was considered of sufficient importance for review by the Supreme Court.

A CARD OF THANKS.

The following card of thanks appeared in the *Atchison Globe* recently: "Mr. and Mrs. Joseph Matleby desire to express their heartfelt thanks to the curious friends who attended the funeral of their daughter, and hope their curiosity was fully satisfied."

THE ADVERTISER'S HARVEST DAY.

From all we can gather there is not much use just now in keeping the newspaper space for reading, as it is the advertisements the people want. Instead of turning first to the commercial column, paterfamilias, with his baby on his knee, looking for Santa Claus, studies the advertisements to know how best to spend the dollars which he has set apart as an offering at the shrine of that saint. The ladies, instead of looking at the births, marriages and deaths, turn to the all-absorbing topic as set forth in the dry goods columns. So we are in a position to bespeak only a minimum of attention to the affairs of the country and of the world.—*Montreal Witness*.

GENIUS AT THE ADVERTISER'S COMMAND.

Probably not fifty people know that the drawing by Mr. Du Maurier which has been the most widely circulated is the only one that does not bear his signature. It is one that millions of people have seen and are still seeing every day without ever suspecting whose the drawing is, and it has been seen by millions of people who never even heard of Mr. Du Maurier's name. The drawing in question is the picture of the bubbling spring which decorates the label of every bottle of Apollinaris water.—*The Bookman*.

ARTISTIC LEAFLETS.

"The Advertising Agency of Lyman D. Morse, 38 Park Row, New York, possesses in all its departments the brightest talents and brainiest men in their respective lines, as well as the shrewdest buyers of advertising space that it is possible to procure." Upon inquiry at the office of the Morse Agency, the truth of the above statement was admitted, and the information obtained that that agency now makes a specialty of pamphlets, booklets and leaflets noted for their artistic conception and typographical excellence.

FOREWARNED.

Ten cents a line, straight, will be charged for obituary notices to all business men who did not advertise in this paper while living. Delinquent subscribers will be charged 15 cents a line for an obituary notice. Advertisers and cash subscribers will receive as good a "send-off" as we are capable of writing without any charge whatever. Better send in your ad and pay up your subscription, as the hog cholera might strike this section of the land before many days.—*Independent, Galveston, Tex.*

THE GOVERNMENT NEWSPAPER CENSOR.

This Government has a censor. His name is Gen. Frank H. Jones, and he holds the office of First Assistant Postmaster-General. His business is to determine what sort of literary matter or pictures may properly be considered as coming under the head of "immoral." Of course, all such stuff is excluded by law from the mails.—*The Fourth-class Postmaster*.

THE sayings, the doings, the hits, the masterstrokes of the whole advertising world are reflected every week in that wonderfully instructive little paper called PRINTERS' INK.—*S. Du Bear*.

THE small boy who goes into a field, fires off a gun and waits for something to drop, illustrates the manner which some merchants experiment with advertising.—*National Advertiser.*

In the world's broad field of battle,
In the struggle for the prize,
Be not like dumb, driven cattle,
Be a hustler—Advertise!

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

Lynchburg NEWS (\$2,000 D. & S. \$2,000 Weekly.)

We advertise for advertisers because we know our advertising pays advertisers who advertise in our advertising columns.

Results! Success for the advertiser. Permanent patronage for the publication.

"What it is?"

The Agricultural Epitomist,
Indianapolis, Ind.

Circulation Over 125,000 Copies.

Advertising 60c. per line.

No discount for time nor space. Published monthly.

Self-Culture

A MAGAZINE

of KNOWLEDGE.

The Werner Company publishes **Self-Culture**, for and in the interest of the 600,000 owners of the **ENCYCLOPEDIA BRITANNICA**.

Over 70,000 of these people are now taking **Self-Culture Magazine**, it being the successor and outcome of publications previously issued by us, the object of which was to keep the **BRITANNICA** brought down to date by furnishing new knowledge each month.

Self-Culture records current events briefly and publishes original matter of the highest possible merit. Much of it is the work of the editorial staff of the Werner Company, which is especially engaged to make independent research in all fields of knowledge, in order to prepare material for the "Additions and Revisions" to **BRITANNICA**, keeping this great reference work brought down to date.

There is hardly a trade, industry or profession in the civilized world that is not benefited by the publication of this magazine, as it enables each person to take up and continue to a practical end special lines of study without the guidance of a teacher, thus realizing one of its most important aims by making it a most powerful aid to home culture or self education.

Advertising rates on application.

THE WERNER COMPANY, Publishers,

160-174 Adams Street, Chicago.

5-7 East Sixteenth Street, New York.

WISCONSIN AGRICULTURIST, RACINE, WIS.

Illustrations Every Description (Newspaper, Magazine, Catalogue). Novel ideas, catchy designs. Made to suit any business. Send for circular and price list. H. WOODWARD ROGERS, studio 24 26 West 23d St.

THE WAVE, San Francisco, Cal., the leading Pacific Coast society, literary and political weekly. E. KATZ, 186-187 World Bldg., New York, N. Y., sole agent. **\$13,000** guaranteed.



Mr. L. A. Rocher is a farmer residing about three miles out of Colon, N. C. His home is somewhat in the back-woods. In an interview with Mr. S. T. Godfrey, a correspondent of the *Telegram and Sunday Times*, Mr. Rocher, on the 17th of June, 1895 said: "I am 61 years old, and until I was high unto 50 years old, I was always well and peart, then for a long while, and until last February, I suffered with indigestion and could not eat anything hardly at all. My daughter, who lives in the city, sent me some of Ripans Tabules, told me how to take them, and they have completely cured me. My wife is now troubled with the same complaint, and has written daughter to send some more of Mr. Ripans medicine. I want you to tell everybody how I got cured, for it is a blessing to humanity.

"(Signed), L. A. ROCHER."

Ripans Tabules are sold by druggists, or by mail if the price (50 cents a box) is sent to The Ripans Chemical Company, No. 10 Spruce St., New York. Sample vial, 10 cents.

THE

advertiser who seeks the patronage of the agricultural classes will fail to secure a full measure of success, unless his list of mediums includes The

American

Farmer. The oldest agricultural publication in America, it circulates in the most prosperous farming sections of the country. There's money in advertising in the American

Farmer

For rates apply to

THE AMERICAN FARMER,
WASHINGTON, D. C.

BYRON ANDREWS, Manager Branch Office,
World Building, NEW YORK CITY.

Daily, 6,240. Sunday, 6,240. Weekly, 2,280.

THE INDEPENDENT,

Helena, Montana.

: : Do you want to reach a class of people who subscribe for a Ten-Dollar-a-Year Daily—and a Weekly at Two Dollars per annum?

: : They are prosperous, energetic people and make good customers.

: : Have you anything you would like to sell them?

: : We can quote you prices that will enable you to advertise profitably.

WRITE US.

H. D. LaCOSTE
38 PARK ROW
NEW YORK

SPECIAL
EASTERN
REPRESENTATIVE

IT BEATS ALL

why some advertisers use so promiscuously mediums of small importance just because they buy space cheap without regard to the paper's relative value.

THE WHEELING

(W. VA.)

NEWS

Covers West Virginia
and Eastern Ohio

more thoroughly than any paper
in this section of the country.

C. E. ELLIS,
Special Representative,
517-518 TEMPLE COURT,
NEW YORK.

Boyce Bldg., Chicago,
W. J. KENNEDY in charge.

We Are Not Crying

Because there is much territory not
covered by TEXAS FARM AND RANCH,

But We Are Rejoicing

over the fact that the many customers
who use our advertising columns

Year In and Year Out

have long since learned that TEXAS FARM AND RANCH covers thoroughly Texas, Arkansas, Louisiana, Oklahoma, Indian Territory. Have you looked into the desirability of securing the best class of customers in above territory? A clean paper for clean advertisers seeking clean customers.

TEXAS FARM AND RANCH
DALLAS, TEXAS.

New York Office, Chicago Office,
47 Times Bldg. Marquette Bldg.

The Best Advertising

gets close to people—makes them feel that you understand them. It's the same whether you advertise medicine, or dry goods, or bicycles, or advertising space. It's a good thing to know the goods, but it's better to know the people and how to talk to them. As a magazine editor, I studied many subjects, but the best thing I learned was how to talk to people.

A Millionaire Medical Advertiser writes me:

"We are glad to note in your writing that you refine, elaborate, condense and 'boil down' the language to the utmost. With some writers we find a great deal of editing necessary in order to put their matter in shape."

Medical Ads I charge from \$5 to \$25 each for, according to the subject, the size and number of ads and the need for illustration. For medical booklets from \$25 up.

A Publisher, who is world-famous for his good advertising, writes me:

"We hand you herewith a check in payment of your bill, and desire to say that the work is exceedingly satisfactory, and we are very much pleased with it."

To any general advertiser (not already my customer) who will send me before Jan. 10 some of his printed matter and two or three of his ads (not over 200 words each), and five dollars with the letter, I will send a better ad than any he sends, if better can be written. If not, then another one as good as the best. If illustration is wanted, I will send a suggestion for that. Or if, instead, he wants these two or three ads improved, I will improve them if it can be done, or return the money. For \$10 I will also include a letter of advice, with an outline of a scheme to improve your advertising. My usual charge for a letter of advice is \$10.

Wolstan Dixey, Writer of Advertising, 86 World Bldg., New York.

Don't Hesitate

about sending to me for any kind of printing. In the matter of attractive display and elegance of presswork I cannot be beaten. I do work for many of the great advertisers of America,

and they are the most particular folks about their printing you ever saw. In this way I have become a particular printer by force of necessity, if nothing else. I want to do your printing, too, and I solicit it. I invite you to write me when you need letter-heads, bill-heads, circulars, business cards, booklets, catalogues or anything else. Nobody charges less for good work than I do. WM. JOHNSTON, Printers' Ink Press, 10 Spruce St., N. Y.

THE BROOKLYN STANDARD UNION



*** MURAT HALSTEAD, Editor. ***

The leading Republican daily of Long Island.

The most newsy, enterprising and progressive newspaper in the city. * The first to em-

ploy the Linotype machines. * The Standard

Union is without a rival in the character and

purchasing-power of its readers. * Advertisers

will do well to remember this important ele-

ment of value.***

THE

Dayton, Ohio, EVENING PRESS

goes regularly into more homes in Dayton than any morning and evening paper combined.

.....THINK OF IT....

We will pay for all advertising in every Dayton, Ohio, Daily Newspaper run by any firm using the columns of "THE PRESS," if it can be proven that any of said papers have a circulation exceeding or equaling that of "THE PRESS."

CIRCULATION **9,404** DAILY.

Send order for your ad at once. It will be read in all the homes of Dayton.

LOUIS V. URMY,

SOLE REPRESENTATIVE,
Times Building, New York City.

The Church Standard

Will work for you among the members of the Protestant Episcopal Church in the United States, and particularly in the great Middle Belt, as no other paper of its kind can do. Please bear this fact in mind in considering the composition of your list of mediums for the coming year.

Its rate per thousand of circulation is lower than that of other papers of its class. The experience of our advertisers proves it to be a profitable medium. There can be no better argument for its use. Let us demonstrate this to you.

If you want to reach what is undoubtedly the best buying class in the country at the lowest cost, and without in the least sacrificing quality, put THE CHURCH STANDARD on your list. Unless, however, you have something to advertise which will appeal to this class, don't do it.

**The Church Standard Company,
Philadelphia.**

Write

For a
Sample copy
Of the

Harrisburg (Pa.) Telegram

Look it over carefully and then inform us how much space you desire to use for 1896.

Without Doubt

it will pay you handsomely, as it is circulated throughout the States of Pennsylvania, Maryland, Virginia, West Virginia, Ohio and New Jersey, and the rates as compared with its circulation and influence are very cheap.

It's a Business Bringer.

The reason it pays to advertise in

THE Kansas City WORLD

because THE WORLD brings results. It carries more local advertising than any other Kansas City publication—a sure indication of its worth.

Circulation, 29,000 DAILY,
32,000 SUNDAY.

If you put it in The World it wins.

THE WORLD,
Kansas City, Mo.
L. V. ASHBAUGH, Manager.

Chamber Commerce, Tribune Building,
CHICAGO. NEW YORK.

A. FRANK RICHARDSON,
Special Representative.

Are you a ? Patent Medicine Man

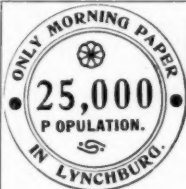
WITH AN ALMANAC
TO PRINT ?

If so we can build you a press that will make your book complete from the roll, printed, folded, wire-stitched, covered and trimmed, ready for distribution, at a speed of 12,000 per hour !

These machines are something entirely new.

Try a "New Model" for a 4 or 8-page newspaper.

Campbell Printing Press & Mfg. Co.,
6 Madison Ave., New York,
334 Dearborn St., Chicago.



LYNCHBURG NEWS

(VIRGINIA).

DAILY,	SUNDAY,	WEEKLY,
2,600	2,600	3,000

A solid, substantial paper with a constituency worthy of being cultivated by advertisers.

Largest circulation of any paper in Virginia, west of Richmond.

Its value as a first-class, reliable, standard home newspaper is above par.

Established 1866.

We will submit copies for examination and any information desired regarding advertising.

H. D. La Coste
38 Park Row
New York

Manager
Foreign
Advertising

*Organ of the Young Republicans
of Michigan.*

Truth

Detroit, Mich.

Combination of Old Critic
and World.

A GUARANTEED Circulation of

...28,000...



For advertising rates address
HOME OFFICE, or

H. FRANK WINCHESTER,
10 Spruce St., N. Y.

Sole Eastern Representative.

Start the Year Right

particularly regarding the
selection of the right evening,
morning, Sunday and weekly
papers for your advertising in

Jackson, Mich.

EVENING PRESS.

2,200 DAILY.

Largest net paid circulation of
any evening paper in the city.

MORNING PATRIOT

3,022 DAILY.

Only morning paper in a ter-
ritory over a hundred miles
square.

SUNDAY PATRIOT

3,476 COPIES EACH ISSUE.

TWICE-A-WEEK PATRIOT.

3,000 COPIES.

They Lead in Jackson.

Information as to advertising of

H. D. LA COSTE,
38 PARK ROW,
NEW YORK,

EASTERN
ADVERTISING
MANAGER.

*There are Better Mediums
for Other Purposes,*

**But to Reach
The People of Richmond (Virginia)
and Suburbs**

The State *is Without a Superior.*

The great part of its circulation is in Richmond and Suburbs, among well-to-do people who have money to spend, and whose trade you want and are after. The most successful merchants of this city are already using its columns more liberally than ever—because they find it pays.

If you do business principally with the people of Richmond and those immediately around, in planning your campaign of advertising it will pay you to give a big portion of your appropriation to THE STATE.

**BETTER, BRIGHTER and BIGGER
THAN EVER BEFORE.**

☞ There will be reason for everybody

To Watch The State

For advertising rates address,

H. D. La Coste,
38 Park Row,
New York.

**Special
Newspaper
Representative.**

DO YOU ADVERTISE? IF SO—WHY?

Surely not to see your name in print. Not because it's the custom. Not, particularly, because your competitor does. Not because some one has told you that it will do you good. Not because you have read in some advertisers' journal that it's the proper thing to do.

NO! For neither of the above reasons, but simply because you **know** that fabulous wealth has been attained through the judicious use of printers' ink. Because you are satisfied if every Ten Dollars spent in Newspaper advertising will bring in Ten Dollars return, for even though your returns only equal your outlay you realize the fact that you have invested Ten Dollars in the building of your reputation, which is as much your Capital as is your Bank Account. Can you not then recognize the value of the advertising medium which not only brings in returns to the amount of the investment, be that investment a Ten or ten times a Ten, but in addition will positively bring trade to your store that will buy once and buy again. Such an "advertising medium" is the

DENVER REPUBLICAN

A paper that is read in Colorado, Wyoming and New Mexico, and above all a paper that has the confidence of the reading public. Can you afford to forget that the DENVER REPUBLICAN has a circulation of over 20,000 copies daily, meaning a circulation among the masses estimated at not less than 100,000 daily.

It will pay you, and pay you well, to consider the above facts. For further information and full particulars consult



OREGON.

established 1891; Herbert L. Gill, editor and publisher; circulation K.

PENDLETON, c. h., Umatilla Co., 2,504⁺ pop., on Washington & Columbia River and Oregon Railway & Navigation Co's Rds. and Umatilla r., 231 m. from Portland. Has flouring mills, machine shops and sash and door factories.

EAST OREGONIAN, every evening except Sunday, **SEMI-WEEKLY,** Tuesdays and Fridays; and **WEEKLY,** Fridays; democratic; daily four pages 18x24, semi-weekly four, weekly six pages 21x28; subscription—daily \$6, semi-weekly \$2.50, weekly \$1.75; established—daily 1898, semi-weekly and weekly 1875; East Oregonian Publishing Co., editors and publishers; circulation, *smallest edition issued within a year—daily 615, semi-weekly 990, weekly 1,767.*

TRIBUNE, every morning except Monday, and **WEEKLY,** Thursdays; republican; four pages—daily 15x22, weekly 20x26; subscription—daily \$7.50, weekly \$1.50; established—daily 1891, weekly 1877; J. P. McManus, editor; Tribune Co., publishers; circulation—daily, *smallest edition issued within a year, 830.*

Advertisement.—The **TRIBUNE** is the official paper of Umatilla County, is the only morning daily published in the county and is the only Republican newspaper. The daily enters nearly every home in the city, and the **TRIBUNE** has the largest combined daily and weekly circulation of any newspaper printed in Pendleton.

OREGON ALLIANCE HERALD, Thursdays; farmers' alliance; four pages 15x22; subscription \$1; established 1891; Alliance Publishing Co., editors and publishers; circulation K.

PORTLAND, c. h., Multnomah Co., 46,355⁺ pop., on Northern Pacific, Southern Pacific and Oregon Railway Navigation Co's Rds. and at head of ship navigation on Willamette r. Largest commercial city in Oregon. Center of trade for Oregon, Washington, British Columbia and Northern Idaho. Ocean steamers run regularly between San Francisco, Portland and Alaska Territory.

EVENING TELEGRAM, every evening except Sunday; democratic; six pages 18x24; subscription \$6; established 1863; G. H. Moffett, editor and publisher; circulation, *actual average for the past year, 9,256.*

Advertisement.—The **TELEGRAM** is the only evening paper in Portland, and has admittedly three times the circulation of any other afternoon paper printed north of San Francisco. It reaches over one hundred towns and villages outside of Portland every day. It cuts a big figure in its exclusive territory. Above average of 9,256 co-ins means over fifty thousand readers per day in that country.

MORNING OREGONIAN, every morning and **WEEKLY,** Fridays; republican; daily eight pages 18x24, Sunday sixteen pages, weekly twelve pages; subscription—daily \$10, Sunday \$2, weekly \$2, weekly with Sunday \$3.50; established—daily 1861, Sunday 1891, weekly 1880; Oregonian Publishing Co., editors and publishers; circulation, *actual average for the past year—daily 15,221, Sunday 22,051, weekly 15,650. See publishers' announcement on opposite page.*

Advertisement.—The Portland **OREGONIAN** has by far the largest circulation of any daily, Sunday or weekly paper printed north of San Francisco or west of Minneapolis. It presents as good an appearance as the publications of Chi-



OREGON.

cago or St. Louis, and is the first newspaper to claim an advertiser's attention, not only for the city of Portland and the State of Oregon, but it is read by the most enterprising people in any direction throughout all the region within five hundred miles of its office.—**PRINTERS' INK,** Nov. 28, 1894.

OREGON STAATS ANZEIGER, every evening except Sunday, and **STAATS ANZEIGER, FÜR OREGON UND ANGEHÖRENDE STAATEN,** Thursdays; German; republican; daily four pages 18x24, weekly eight pages 15x22; subscription—daily \$7, weekly \$2.50; established—daily 1886, weekly 1877; F. Richard Blochberger, editor; Blochberger & Co., publishers; circulation—daily J, weekly J.

SUN, every morning; independent; eight pages 15x22; subscription \$7; established 1894; Sun Publishing Co., editors and publishers.

TAGEBLATT, every morning except Sunday, and **NACHRICHTEN AUS DEM NORDWESTEN,** Thursdays; German; independent; daily four pages 15x22, weekly eight pages 18x24; subscription—daily \$7.50, weekly \$2.50; established—daily 1894, weekly 1892; J. J. Kern, editor; Northwestern German Publishing Co., publishers; circulation—weekly, *smallest edition issued within a year, 2,240.*

AMERICAN HEBREW NEWS, Fridays; Jewish; eight pages 10x14; subscription \$2; established 1893; Isaac Stern & Co., editors and publishers.

CATHOLIC SENTINEL, Thursdays; Roman catholic; sixteen pages 11x14; subscription \$2.50; established 1869; W. R. McGarry, editor; Sentinel Publishing Co., publishers; circulation H.

CHRISTIAN VIEW, Thursdays; Christian; eight pages 11x14; subscription \$1.50; established 1894; H. A. Denton, editor; Rhodes & Hawk, publishers.

CHRONICLE, Fridays; democratic; six pages 18x24; subscription \$1; established 1878; White Printing Co., editors and publishers; circulation J.

COMMERCIAL REVIEW, Fridays; commercial; twelve pages 11x14; subscription \$3; established 1874; Leo Peterson, editor and publisher; circulation J.

DISPATCH, Thursdays; democratic; four pages 20x26; subscription \$2; established 1891; A. Noltner, editor and publisher; circ'n J.

LA VORO PROGRESSO, Saturdays; Italian; labor; four pages 15x22; subscription \$2; established 1894; A. Nobile, editor and publisher.

NORTHWEST PACIFIC FARMER, Thursdays; agricultural; sixteen pages 10x14; subscription \$1; established 1870; Frank Lee, editor; Pacific Farmer Co., publishers; circulation H*.*.

NORTHWEST SPORTSMAN AND CYCLIST, Tuesdays; field sports; twelve pages 11x15; subscription \$2; established 1891; Fred A. Dunham, editor and publisher; circ'n, *smallest edition issued within a year, 4,000.*

OREGON FRATER, Saturdays; fraternal orders; four pages 15x20; subscription \$1; established 1894; J. P. Burkhart, editor and publisher.

PACIFIC BAPTIST, Thursdays; baptist; sixteen pages 11x16; subscription \$2; established 1877; C. A. Woody, editor; Pacific Baptist Publishing Co., publishers; circulation, *actual average for the past year, 3,450.*

PACIFIC CHRISTIAN ADVOCATE, Wednesdays; methodist-episcopal; sixteen pages 11x16; subscription \$2; established 1854; A. N. Fisher, D. D., editor; Rev. J. D. Hammond, publisher; circulation H*.*.

PORTLANDER, Fridays; American Protective Ass'n; four pages 15x22; subscription \$1; established 1894; J. T. Hayne, editor and publisher.

RURAL SPIRIT AND WILLAMETTE FARMER, Thursdays; agricultural, turf and live stock; twenty-four pages 11x15; subscription \$2; established 1889;

Special Notice to Publishers.

The American Newspaper Directory circulation ratings attempt to make known what the circulation of a paper has been for the period of twelve months preceding the date of the statement upon which the circulation rating was based.

The publishers of the Directory guarantee the accuracy of all ratings expressed in figures by a \$100 forfeit.

A statement calculated to interest the advertising public on the subject of what the circulation is at present, or will be for a year to come, can be made in an advertisement if desired.

FOR \$10.00.

Advertisement.—A publisher wishing to insert a short statement of ten lines or less in the column with and following the description of his paper, in the American Newspaper Directory for 1896, may do so at the nominal price of ten dollars, which price will include a copy of the Directory, to be delivered at his own office, all carriage expenses being prepaid from this end. Ten lines will accommodate sixty words, but a smaller number of words will not be accepted for less than the price named. Additional matter may be inserted at ten cents a word. No display or fullface type can be used. Payment for all such advertisements will be due in cash as soon as the book is issued, and none will be taken upon any other terms. For payment accompanying the original order a discount of ten per cent may be deducted. All statements of the sort indicated will be set in Pearl type (of which this is a specimen) preceded by the word "Advertisement." In this way it will be possible for a publisher to convey any information that he deems important to place before advertisers and other users of the Directory, in addition to that given by the Directory itself. Not very long ago an offer of five thousand dollars was made and refused in one case for a notice similar to this now granted for a nominal sum.

The American Newspaper Directory for 1896 also offers to publishers who furnish portraits, or pictures, illustrating their newspaper buildings, the privilege of inserting them in the Directory in connection with the description of the paper at the nominal price of ten dollars, which will include a copy of the book. The necessary drawing or reproduction can be made from a photograph or other picture, and for this work there will be no extra charge. It would appear that a publisher who owns an office building worthy of illustration, or who desires that his face shall become known to advertisers and others, may wisely avail himself of the privilege here offered. The cut must not exceed one inch in length or width, and be subject to the approval of the Editor of the Directory.

Those who examine issues of the Directory for previous years will find specimen pictures. When a newspaper owns an office it is well to let the fact be known, for prosperous papers are the ones advertisers think most likely to bring satisfactory returns. Publishers desiring both the announcement and the picture, and but one copy of the Directory, will pay \$15 for the combined service, and 10 cents a word extra for each word more than sixty. Address all communications to AMERICAN NEWSPAPER DIRECTORY, No. 10 Spruce St., New York.

For examples of what is here referred to see specimens on opposite page—taken from the Directory for 1895.

The right to insert displayed advertisements in the body of the American Newspaper Directory for 1896, on the same page with or opposite the catalogue description of the paper advertised, or in the back of the book without any specified position, has this year been granted to Mr. Peter Dougan, who conducts the Printers' Ink Advertising Agency at No. 10 Spruce Street, New York. The editor of the Directory will not concern himself with any matter or information contained in any advertisement.

Mr. Dougan will doubtless take occasion to present the merits of the space he has to sell, and solicit orders from such papers as he may desire to contract with, upon terms which he will make known at the time.



The Element of Chance

in advertising is always present when a man uses the magazines and city papers, because he has so many kinds and conditions of people to deal with.

What hits one class altogether misses the others. He spends \$10 to get the result that \$1 would bring if he could single out those he wants to reach.

As far as certainty goes in advertising, just that certain is the advertiser who uses the Chicago Newspaper Union lists. The readers of those papers are very much alike. Their ideas and tastes run in the same channel. What influences one influences the others. They **all** read the home paper.

When you use our lists you reach most of the people in a particularly prosperous territory.



**CHICAGO
NEWSPAPER UNION**

87-93 S. JEFFERSON ST.,
CHICAGO, ILL.

10 SPRUCE STREET,
NEW YORK, N. Y.

DEPARTMENT OF CRITICISM.

By Charles Austin Bates.

Advertisers everywhere are invited to send matter for criticism; to propound problems and to offer suggestions for the betterment of this department. Anything pertaining to advertising will be criticised freely, frankly and fairly. Send your newspaper ads, circulars, booklets, novelties, catalogues. Tell me your advertising troubles—perhaps I can lighten them.

ADVERTISING IN GENERAL.

The W. W. Kimball Co., of Chicago, have issued a new piano catalogue. This catalogue is different from any other that I have seen. It does not represent a radical change in catalogue making, but is certainly a step in advance. It is very much condensed, showing in its thirty-six pages pictures of eight styles of pianos, one seven-story sales building, an eleven-acre factory and sixty musical artists, who have indorsed the Kimball piano in varying degrees of enthusiasm. These portraits make the catalogue interesting and will doubtless lead to its preservation by a great many people. That is the principal point of excellence in the catalogue. The introduction to the book is pretty much like the introduction to other piano catalogues. There are some beautifully rounded, long sentences that I do not believe anybody pays any attention to. For instance, here's one single sentence: "Present space admits the publication of brief extracts from but a limited number of testimonials coming from great musicians who have tested the Kimball Piano in a manner to justify a full and free rendering of professional opinion as to its relative excellence and merit, but it is to us an ample satisfaction to know that the authors of the commendatory utterances we now present, as well as those whose testimonials we of necessity omit, are qualified alike by eminence of place and by sovereignty of genius to lend their words a serious and abiding significance to every cultivated community."

Now, I consider a sentence like that what is technically known as "a corker." Now that I have read it twice and written it once, I don't know at all what was said. I don't know what it means. From my contact with it, I have gained no idea. That sort of talk should have no place in advertising literature. For my part, I doubt its usefulness in any sort of literature. I haven't any use for a book that is

written in a way difficult to understand.

A good many years ago I gave up trying to read Herbert Spencer because I found that I read one page over four or five times without finding out what Spencer was talking about. I suppose it was because I was stupid. But then I have a lot of company in my stupidity, and the money of stupid people is just as good as the money of smart people—perhaps a little better, because it is easier to get. Advertisers should never forget that they are addressing stupid people—"one of which I am whom."

The plainer you can make a statement in advertising, the better you make it. Whenever you use an involved sentence, you are lessening your chances of making a sale. Remember always that the closer you can stick to your subject, and the plainer you can make it, the better. Remember, first, last and always, that long sentences are not good. People get lost before they get to the end of them. They are not plain enough.

The Kimball Company has decided advantages to offer. And they offer them in these words:

We desire to allude briefly to our industrial facilities, including the most elaborate, the most comprehensive and the most formidable factory equipment ever operated in the manufacture of high-grade pianos and organs, and comprising many brilliant mechanic inventions of transcendent economic utility, owned and used exclusively by our house. To this must be added, also, the cumulative economic advantages of a controlling geographic position, the location of Chicago being central alike to all manufacturing resources and to the great main areas of commerce, thus enabling us to save large margins both in production and in distribution, by escaping the item of freight on raw material east and on manufactured instruments west. Manufacturing pianos and pipe and reed organs in their entirety, from cases to actions, and conducting our entire group of factories as one great unit of industry, under one management and a greatly narrowed line of operating expenses, we bring to each branch a potency of co-operative effort that secures perfect construction at an absolute minimum of cost. In developing the mechanism of instrumental tone, we employ the best inventive minds ever engaged in the music industries. All our instruments are sold under full guarantee, and we invite a thorough test of their merits at the hands of dealers, professionals, amateurs and the public generally.

The facts are given in the foregoing paragraph, but they are wrapped in such a bothersome lot of big words that it is really hard to get at them. How much better it would be to say just what one means! There isn't a Kimball salesman in the whole country who would address a customer in any such way as this. I don't believe any one of them would say, "Manufacturing pianos and pipe and reed organs in their entirety, from cases to actions, and conducting our entire group of factories as one great unit of industry, under one management and a greatly narrowed line of operating expenses, we bring to each branch a potency of co-operative effort that secures perfect construction at an absolute minimum of cost."

There you are! Tell me what that means, quick! You can't do it. Nobody else can do it. I suppose that what is really meant is that the size of the Kimball business and the perfect system used in manufacturing the Kimball piano, make it possible for the Kimball Company to sell an extra good piano at an extra low price. It's the same old story, after all. "The best goods at the lowest prices." That is what everybody wants. That is what everybody offers. It is the good, old-fashioned argument that can't be bettered. Every man who asks for trade, asks for it on the ground that he will do a little bit better for his customers than anybody else can do. If he makes people believe it, they will become his customers. If they don't believe it, they won't. One advantage of this grandiloquent talk is that it sounds large. The man who didn't have a large factory, would hardly have nerve enough to use such large words in describing it. Anything that people do not understand is generally very wonderful to them. If you and I can't understand a thing, it stands to reason that it must be too big or too deep for human comprehension, and we respect it accordingly.

But it don't sell goods.

I am glad I have had this opportunity of condemning something issued by the Kimball Company. I have been seeing their matter for the last two years, and have been praising it persistently. The Kimball Co. shows more enterprise in advertising than any other piano makers I know of. They get out the nicest printed matter in a very liberal way. Some of their ad-

vertisements have been the best I have ever seen for a piano. The concern is known in the piano trade as one of the most progressive in the country. This catalogue, however, is not up to their standard.

I believe that the average piano maker regards his catalogue as more or less of a bluff. When he prints it, he doesn't expect that any one is going to read it. He gets out a catalogue because other makers do. And he doesn't want his catalogue to be any smaller, or any cheaper, than his competitors' catalogues. He wants it to weigh about as much as other dealers' catalogues weigh, with the idea that the prospective customer will "heft" it and thereby decide on the weight and stability of the factory and the quality of its product.

This doubtless sounds like foolishness, but it is exactly what a piano maker told me not long ago, when talking about a catalogue. He said that his last year's catalogue wasn't big enough; that it told all he had to say, and showed the pianos he made; but that it wasn't big enough to command attention. When a man got it in his hands, it didn't feel as if it was of any importance, and therefore did not get proper consideration. I succeeded in convincing this gentleman that he really had a great deal to say about his piano; that he had enough to say to make a catalogue of very respectable size. Most piano catalogues are padded, because the makers don't know what to put in them. They have a story to tell, and don't know it. They think that by resorting to glittering generalities, and big words that they will be able to delude people into the belief that they are really offering people something in particular. A great deal better way would be to find out all the talking points on a piano, and then talk them right straight from the shoulder, without any frills or flourishes. A catalogue ought to tell what a piano is from the buyer's standpoint. The descriptions that are given in catalogues generally mean very little to the reader of the catalogue. The idea is, of course, that the catalogue will only be used when a customer is in the store, and the salesman is talking to him. The salesman will then explain the catalogue. Now, if I were making a piano catalogue, I would try to make one that would stand by itself, and that would not have to have a salesman at-

tached to it to tell what it meant. A catalogue ought to be a salesman. It ought to tell a complete story in a convincing way. The salesman himself ought not to need a catalogue. He is there, and the piano is there, and the customer is there. That is as much as any good salesman wants. It is a good thing for a salesman to have a catalogue to hand to the customer who fails to purchase at the first visit, but that catalogue ought to supplement the salesman's efforts. It ought to tell the same things that the salesman told, and tell them in a perfectly plain, sensible way. What is the use, for instance, of telling the average woman that a piano has "three strings and a graffe"? What information do you suppose she gets from the statement "continuous hinges on top and fall board?" She doesn't know what that means, and she doesn't care. What she wants to know is what sort of tone the piano has; what sort of reputation it has; what the case looks like; how long it will last, and how much it will cost. The price ought to be published, of course. Talk to any piano manufacturer and he will tell you that there ought to be a regular published price on each piano. Ask him to publish his real price and he will throw up his hands. He won't do it. He says that the other people don't do it. They publish the list price of a piano at about \$800, when they know, and the dealer knows and the public knows, that they are never going to get more than \$350 or \$400 for that piano. But everybody does it; so everybody keeps on doing it. The situation is very much like that of the newspaper publisher who says that he lies about his circulation because his competitors lie about theirs, and that advertisers cut the statement in two, no matter what it is.

Some day some piano maker will break away from the old established rules of the piano business. He will have one price for his piano, and he will publish that price plainly. He will sell his piano on its merits, and not on the purchased testimonials of musicians. His piano business will be managed in a common sense way, on an honest business basis. And he will get the confidence of the dealers and the public. That man is sure to come, sooner or later, and I firmly believe that when one man takes the step, he will have many followers. I believe

that piano makers and dealers generally would be glad to get down to a strictly business basis.

* * *

RETAIL ADVERTISING.

The undertaking business is one of the most difficult to advertise. Generally, whenever a man breaks away from the stereotyped method of publishing his business card, he makes some outrageous mistake and furnishes a theme for the humorist. From the one who advertised that if a man once rode in his hearse he never would ride in anybody else's, right straight through the list, undertakers' advertisements have been ridiculous when they were not weak. I have actually seen bargain advertisements of coffins. Now, an eleven-dollar ninety-nine cent coffin might induce some people to die, but I doubt it. Neither do I believe that this advertisement would draw trade, even if there existed a need for the coffin. I do not believe that in the hour of bereavement people pay much attention to newspapers.

So far as I am able to see, the most an undertaker can do in advertising is to associate his name with his business in people's minds, so that when the need arises, they will know where to find him. A great many undertakers class themselves as professional men who do not advertise at all.

There doesn't seem to be any necessity for carrying the matter that far. There are certainly advantages in undertaking establishments. Some of them certainly have advantages over others. Some of them have women attendants, and some do not. Some of them own a great many carriages, and others do not. Some of them carry a large stock of funeral accessories, and others do not.

It seems to me that the things for an undertaker to advertise are his equipment and his facilities. Under the head of prompt service would come a statement about the completeness of the stock. Another point to be advertised should be the fact that the undertaker takes complete charge of all details. If he has women attendants, that ought to be spoken of. If he has a telephone, the number should be published prominently and persistently. Even the matter of prices may be mentioned in a general way.

It is generally believed that under-

takers take advantage of the mental condition of their customers, and charge them exorbitant prices because they feel at that time that nothing amounts to very much, anyway, and that the matter of a few dollars and cents is not worth talking about; they feel, in fact, that any mention of economy savors of disrespect to the dead. Whether undertakers are guilty of the action charged, I do not know. The belief that they are guilty certainly exists; and so the undertaker who makes people believe that he is only reasonable and equitable in his charges, under all conditions, is the one who will get the most business.

This idea can be conveyed in an advertisement. It is a delicate and difficult thing to do, but it can be done.

The undertaker's advertisement should appear first, last and always in a reputable paper. It should appear in the best dailies where there are dailies, and in the best weeklies where there are weeklies. It should never by any chance appear in a programme—theater, anniversary, or otherwise. It should never appear in street cars or on sign-boards. It should never be sent out in the form of a circular. The best position obtainable in the best paper is what is wanted.

An undertaker need not use a large space. For a small business-card, I would recommend two or three inches, double column. I would have it at the top of the column, or at the bottom. If the advertisement is going to talk about some of the advantages of the establishment, the space should be changed to four or five inches, single column.

It should certainly not be crowded, but should present a light, clean, neat and dignified appearance.

An undertaker who also does embalming may be permitted to do a little bit different advertising. The subject of embalming is rather an interesting one, and its history furnishes many facts that could be woven into good advertising. This part of the business I believe can be developed. It is a profitable part of the undertaking business, and naturally should have attention. Every undertaker who does embalming should make the statement in every advertisement he publishes, and also on his business cards and other stationery.

Perhaps the best of all advertising

for the undertaker is a large personal acquaintance. This will bring him more business than anything else. It is only natural and right that it should. Large acquaintance brings business in any line. It is sure to do it. I think an undertaker might very well make it a point to belong to all the clubs and societies he can get into, and to charge the initiation fees, dues and other expenses to his advertising account. By membership in clubs and societies, he gains a very good sort of publicity, and he gains it in a way that cannot possibly give offense to any one. He becomes known as a pleasant, good-mannered, good man—and incidentally it transpires that he is an undertaker.

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I have never been able to convince myself that street car advertising was a good thing for retail dealers. I suppose there are places where it is nearly indispensable. I have been told by Baltimore advertisers that in that city, at least, street car advertising was absolutely necessary, because so great a proportion of the inhabitants do not read any of the newspapers.

For advertising wherein it is necessary only to impress the name and business on people's minds, street car advertising is as good in proportion to cost as anything else. In the case of well-known articles like Sapollo, or Hood's Sarsaparilla, I should think street car advertising would be one of the best of mediums. Very large advertisers spend very large sums of money in street car advertising. They must doubtless have satisfied themselves that it was a profitable means of obtaining publicity.

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Some of the leading daily newspapers of New York are making continual demonstration of their unbounded faith in newspaper advertising by plastering the elevated stations with posters, more or less hideous and grotesque. At the same time I fail to find in any New York daily paper an advertisement of any other New York daily paper. The object lesson thus furnished to the advertisers in these papers is one which, I should think, would work rather to the disadvantage of the publishers. Every one of these papers has advertising managers and solicitors, who are every day endeavoring to induce advertisers to buy space in their

advertising columns. They are every day demonstrating to every advertiser in New York the fact that they do not themselves believe in newspaper advertising, and they are thus laying themselves open to the accusation of dishonesty and insincerity in their representations to possible customers.

If newspaper space is a good thing—if newspaper space is better than dodgers, or posters, or sign-boards—then why in the name of all that is sensible do not the newspapers themselves use newspaper space? In a certain publication of very remote origin we are told that consistency is a jewel. If this be true, then it is equally true that jewelry is not much admired by the newspaper publishers of New York.

* *

READY-MADE ADS.

[I do not write these ready-made ads. They are taken wherever they are found, and credit is given to the author when he is known. Contributions of bright ads are solicited. The name and address of the writer will be printed, if he wishes it to be. —C. A. B.]

For Umbrellas—(By W. J. Hogan).


26-inch Umbrellas 95c.

You can't buy better wearing umbrellas at any price. They are silk and lisle thread, firmly and closely woven together into a cloth that will stand any amount of rain, sun, hard wear and knocking about. We fully guarantee every one.

For a Shoe Dealer—(By R. Cohen).

Warm Shoes For Cold Feet.

Our \$— and \$— shoes are as warm as it's possible to have shoes. That's on account of the goodness of the leather—in the care that's taken in their making—in the perfection and comfort of their fit. Any size—in button or lace—Ladies' or men's.

 Takes \$— to buy their equal in other stores.

For a Furniture Store—(By W. Hoche.)

Don't Let This Fact Escape.

We are getting rid of our surplus stock of Carpets, Furniture and Drapery at special prices, and if you'll come and see us we will save you money.

For Men's Furnishings.

Night Dressing Is

Just as essential nowadays as day dressing. Pleasant dreams and pretty night garments go hand in hand. Our Night Shirts and Pajamas are selected for their beauty as well as wearing qualities. Night Shirts, 50c., 65c., \$1., \$1.25 and \$1.50. Pajamas, \$1.50 and \$2.50.

For a Tailor.

Let Us Make Your Clothes?

If you would choose from the handsomest and largest variety of fabrics in the city—if you would have the newest and best styles—if you would have the highest class of workmanship—a perfect fit and the acme of fine tailoring—let us make your clothes.

For Furniture.

It'll be a Shame

—really it will—if you let such an opportunity as our

"Removal Sale"

offers slip by.

Prices couldn't possibly be as low as they are under any other circumstances.

It isn't a bargain sale of a few lots—or a few styles—but of a whole stock.

- all the Furniture—
- all the Carpets—
- all the Mattings—
- all the Draperies—
- all the Stoves—
- all the Ranges—
- all the Crockeryware—
- all the Bedding—
- all the Fancy Lamps—
- all the Bric-a-Brac—
- all the Office Furniture—

These stores of ours must be emptied before it's time for us to move into our new building—and and they're going to be—if it costs us a fortune in losses.

For Pianos.

The Way to Buy a Piano

is to go to a reliable house that is more anxious to see your needs honestly supplied than anything else. Observe the makes we carry:

**STEINWAY,
A. B. CHASE,
EMERSON.**

And then we carry other reliable makes—have new uprights as low as

\$175.00.

The Best of the New States is
WASHINGTON,

Because Nature has done most for it.
The Best City in Washington is
TACOMA,



Because it has the largest
Local and Ocean Trade,
The Most Factories,
Best Railroad Terminals,
A Line of Trans-Pacific Steamers,
Biggest Wheat Warehouses.
Largest Coal Bunkers, and
Most Progressive People.



The Best Newspaper in Tacoma is

THE LEDGER

It has the Best Equipped Office
in the State.

Prints the Most News, and has the Largest
Circulation.

Everybody Reads it.



\$100 REWARD.

Any publisher who places on file at the Directory office a true statement, conveying the requisite information concerning all the issues of his paper, for a full year, the same being duly signed and dated, and who finds, when the book appears, that his paper is not rated in accordance with the report which he sent, will receive from the publishers of the Directory a written apology for their neglect and a check for \$100 for the discovery of the error. The publisher who registers the letter he sends containing the circulation statement, will find it easy to prove that it was sent and received. If he keeps a copy it will be equally easy to establish the fact that the statement sent actually did contain the requisite information and was properly signed and dated.

GEO. P. ROWELL & CO.,

Publishers American Newspaper Directory,
10 Spruce Street, New York.

\$100 Reward.

If a publisher furnishes a statement, as set forth above, that is afterwards found to be untrue, a reward of \$100 will be paid to the first person who proves that the Directory was so imposed upon by the paper, if still published. During the eight years that this system of rewards has been maintained, only twenty untruthful circulation reports have been discovered. The reward has been paid as follows:

- | | |
|--|---|
| <p>1888.
No. 1. Waukegan, Ill., Gazette.</p> <p>1889.
No. 2. Madison, Wis., Skandinavisk Tribune.</p> <p>1891.
No. 3. Prospect, Ohio, Advance.</p> <p>1892.
No. 4. St. Louis, Mo., Anzeiger des Westens.</p> <p>No. 5. Atlanta, Ga., Dixie Doctor.</p> <p>No. 6. San Francisco, Cal., Morning Call.</p> <p>1893.
No. 7. Muskogee, Ind. Ter., Our Brother in Red.</p> <p>No. 8. Monon, Ind., News.</p> <p>No. 9. Montfort, Wis., Monitor.</p> | <p>1894.
No. 10. Topeka, Kan., Saturday Evening Lance.</p> <p>No. 11. Minneapolis, Minn., Farm, Stock and Home.</p> <p>No. 12. Chicago, Ill., Western Rural.</p> <p>No. 13. Los Angeles, Cal., Family Ledger.</p> <p>No. 14. Seattle, Wash., Press-Times.</p> <p>1895.
No. 15. Omaha, Neb., Bee.</p> <p>No. 16. Weir City, Kan., Journal.</p> <p>No. 17. Williamsburg, Kan., Sunflower.</p> <p>No. 18. St. Louis, Mo., St. Louis Magazine.</p> <p>No. 19. New Orleans, La., Morning Star.</p> <p>No. 20. Topeka, Kan., Western Poultry Breeder.</p> |
|--|---|

You Can Prove for Yourself

THAT THE

Detroit Suns

will pay you—if you use their advertising columns.

They are the leading sensational periodicals in their surrounding territory and are read from beginning to end with great avidity by all their clients, which we guarantee amounts to

Over 120,000

Copies per week.



Key Your Advertisement.

THEN SEND ORDER TO

**C. E. ELLIS, Special Representative,
517-518 Temple Court, N. Y.**



There is in nearly every large city **one** daily paper acknowledged as pre-eminently **the best**.

In Peoria it's

..The.. Transcript

And Peoria is the second city in Illinois.

For rates, etc., address,

*The Transcript Co.,
Peoria, Ill*

OR,
PHILIP RITTER,
EASTERN REPRESENTATIVE,
AMERICAN TRACT SOCIETY BUILDING
NEW YORK CITY.

"Enough Said"

in our book, "America's Magazines and Their Relation To The Advertiser," to give all necessary information—no more.

There are more brief facts and convincing statements between its beautiful covers than were ever squeezed in so small a space before. Superbly printed in two colors on handsome heavy paper.

So many people have praised it that we scarcely need to. We are intent on placing it in your hands—if you are a general advertiser. Will you write for it? Mailed free.

LORD & THOMAS,



**Newspaper and
Magazine Advertising,**

**45-49 Randolph St.
CHICAGO.**

FIRST IN THE FIELD,

and mind you this particular field covers
that vast territory lying

West of the Alleghenies,

A prosperous, populous district, ignorant
of the existence of the one-cent morning
paper until

THE PITTSBURG TIMES

inaugurated the innovation. At this late
day others are following our lead.

Do You Advertise ?

If so you must appreciate what it means
in circulation to become established and
occupy the field five or six years before
high-priced competitors realize our octopus
proportions.

Our Eastern Manager is

PERRY LUKENS, Jr.

New York Office,
Room 74 Tribune Building.

THE
PITTSBURG
TIMES
FIRST IN NEWS
FIRST IN CIRCULATION
FIRST AS AN ADVERTISING
MEDIUM.

FARM & FIRESIDE FAME & FORTUNE

LINK YOURSELF TO

"The Monarch of the World's Rural Press,"

Farm and Fireside

Through the media of **Attractive, Catchy Ads** and **FAME AND FORTUNE** will both be yours **SURE**.

Let us have your order for space **NOW**, and thus be able to bask in "the radiancy of hope" which looms up on the horizon of the future. The harvesting of phenomenal crops presages wonderful activity in all lines of trade.

Join the procession and secure your share of the harvest.

We have bought the subscription list of **THE CLOVER LEAF**,
AND NOW

We Guarantee a Circulation of **310,000 COPIES EACH ISSUE**

AS FOLLOWS:

125,000
30,000

Copies in the Eastern
Edition.
Copies in the New York
Farm and Fireside.

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125,000
30,000

Copies in the Western
Edition.
Copies in the Illinois
Farm and Fireside.

With more than 1,500,000 regular readers.

Advertising Rates Low! Lower than any other first-class Agricultural Paper,
CIRCULATION CONSIDERED.

SEND FOR ESTIMATE.

MAST, CROWELL & KIRKPATRICK, Publishers,
Springfield, Ohio.

EASTERN OFFICE:
TIMES BUILDING, NEW YORK CITY.
(Joseph W. Kennedy.)

WESTERN OFFICE:
MONADNOCK BLOCK, CHICAGO, ILL.
(C. Heber Turner.)

Although nearly concealed this is actually

A BID FOR YOUR PATRONAGE!

A MAN once discovered, much to his surprise, that nearly all great rivers run by some great city; and that man's grandson has recently observed that the newspapers which advertise in PRINTERS' INK are the greatest newspapers. People everywhere begin to understand that such things exist as cause and effect.—*Printers' Ink*, Dec. 25, 1895.

In considering the advisability of specially inviting a particular newspaper to advertise in PRINTERS' INK, these questions have to be asked and the answer must be yes.

Is this particular paper really one of unusual value to advertisers?

Is it a paper of acknowledged and conspicuous merit and influence in the city and section where published?

Is it really and truly the leading and best publication of its class or region?

Will it add to the prestige of PRINTERS' INK to have this paper conspicuously and constantly advertised in its pages?

PRINTERS' INK has no space in its reading columns for sale. Every word that appears as reading matter is inserted absolutely without charge. A contract for advertising in PRINTERS' INK carries with it no right to notices of any sort; but for all that PRINTERS' INK realizes that advertising patronage is what makes its existence a possibility; and is more than glad to aid its friends by countenance, encouragement and publicity, always free of charge, just as often as anything turns up that, besides being of value to the advertiser, is of interest to the advertising public as well.—*Printers' Ink*, Dec. 4, 1895.

A page advertisement in Printers' Ink, inserted 1 year (52 times) costs \$5,200

*A page advertisement in Printers' Ink, inserted every other week
for one year (26 times) costs 2,600*

*A page advertisement in Printers' Ink, inserted once a month
for one year costs 1,200*

A quarter page one year, 52 times, costs \$1,300; inserted every other week, 26 times, the cost is \$650; and once a month, 12 times, costs only \$300.

Address orders to

PRINTERS' INK, 10 Spruce St., N. Y.

M
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Y
'S
"RED"
G
I
R
L

Look at the Bronze
Red Girl on the
Front Cover of
Munsey's Magazine,
the New Year's
Number.

Is she not the reddest
girl you ever saw?

Is it not a beautiful
red?

Well, that is the
Bronze Red that I
sell in quarter-pound
cans for 50 cents a
can, cash with the
order. (50 pounds
will be sold for \$100.)
Send for my price list
and circular of
testimonials.

Address

P. I. JONSON,

Mammoth Manufacturer of Printing Inks at
Popular Prices—on the Pay-In-Advance Plan.

WAREROOMS

No. 8 Spruce St., New York.

Best Liked

Where Best Known

During the month of December, 1895, sixty (60) per cent of all my orders came from my own State. Fifty-four (54) per cent came from my own city. The six (6) per cent coming from all parts of the State represented fifty-six (56) different towns situated in thirty-five (35) different counties. I also sold goods in thirty-five (35) different towns in Pennsylvania and twenty-five (25) different towns in Ohio, and sent some to nearly every other State in the Union. This is a wonderful showing, considering that I have never been out of my office to sell or even talk about ink, and that every order I have ever filled was accompanied by the cash. My only agents are my advertisements appearing weekly in PRINTERS' INK, and I find them cheaper and more effective than half a dozen salesmen each spending ten dollars a day to push my goods and bribe pressmen. I keep no books, I make no bad debts, and my customers get the benefit in reduced prices. If the cash does not accompany an order I always hold on to the ink.

I sell the best News Ink ever made in this world for 6 cents in 25-pound kegs, and 4 cents in 500-pound barrels. I sell Carmines, Bronze Reds and fine Purples, put up in $\frac{1}{4}$ -pound cans, for 50 cents a can, and any and every other color under the sun I match and duplicate for 25 cents a $\frac{1}{4}$ -pound can.

My Magazine Cut, used for the half-tones in *Munsey's Magazine*, of which I sell a 10-pound can to anybody for \$5, is the despair of the printing ink trade.

Send for a price list, or send check for small order. Small orders are what I like best from new customers.

My price list is mailed on application.

Address

PRINTERS INK JONSON,

8 Spruce Street, New York.

What the Street Railway Companies Think of Carleton & Kissam

From Street Railway Journal, December, 1895.

Carleton & Kissam.

The street railway companies of the country owe a debt to this firm which is none the less important because not always realized. To them more than to any other persons is due the credit of introducing method and order in street car advertising. Those who remember the old custom practiced by many roads of carrying advertisements on the roof and elsewhere outside the car will appreciate the value of this improvement. Carleton & Kissam always advocated two distinct measures: confining the cards to a single row of tasteful racks on each side of the car, and of making them attractive to the eye. That their judgment was good in this respect is shown by the almost universal adoption in this country of these ideas, and by the large business which the firm controls in street railway advertising. Since the death of Mr. Carleton, the surviving partner, George Kissam, has succeeded to the business of the firm, and this is a guarantee that the former high standards of business of the firm will be maintained.

AND IT ALWAYS WILL !



George Kissam,

SOLE SUCCESSOR TO

CARLETON & KISSAM.

253 Broadway, - - New York City.

IT is the significant sign of the times and of progress to observe the many new representative advertisers who are utilizing the

STREET CARS—

The elegance of modern car construction invites passengers ; electricity gives even better opportunity of reading the announcements at night than by day. The cards are the product of America's best designers and writers—the impression is sure—circulation greatest for the outlay—results unquestioned.

Write me for list of cities.



GEORGE KISSAM,

253 BROADWAY, NEW YORK.

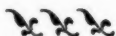
**IN YOUR ESTIMATES FOR 1896
OF COURSE YOU WANT THE...**

BROOKLYN "L"

BECAUSE

**IT'S THE BEST ROAD IN BROOKLYN
IT'S THE PIONEER IN REAL "L" ADVERTISING
ITS RATES ARE UNIFORM AND UNCUTTABLE
ITS ROUTES COVER MOST ALL OF BROOKLYN
ITS ADVERTISING IS APPROACHED BY NONE
IT'S RUN BY EXPERIENCED MEN
IT'S WAY AHEAD OF ANYTHING ANYWHERE**

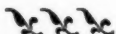
AND WILL ALWAYS BE!



NO

**FALSE REPRESENTATIONS AS TO TRAFFIC
LYING EXCUSES FOR POOR SERVICE
COPYING OR IMITATING OTHERS
AMATEURS IN ANY DEPARTMENT
BARGAIN DAYS IN ADVERTISING RATES
"MONKEY BUSINESS" WITH ADVERTISERS**

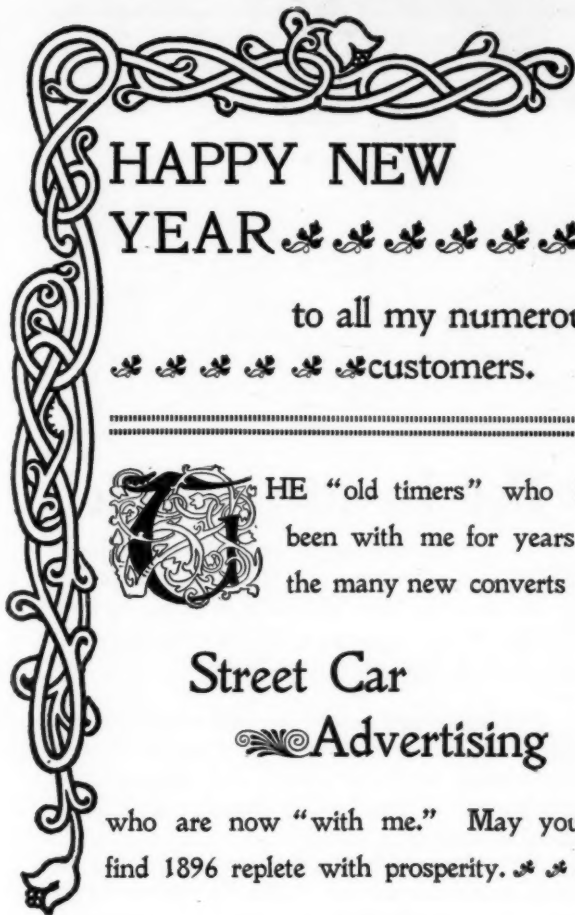
**Only one rate and one way of doing business!
Only one place—at the top!**



George Kissam,

35 SANDS STREET, BROOKLYN.

253 BROADWAY, NEW YORK.



HAPPY NEW
YEAR. ❀ ❀ ❀ ❀ ❀ ❀ ❀

to all my numerous
❀ ❀ ❀ ❀ ❀ ❀ customers.



HE "old timers" who have
been with me for years and
the many new converts to ❀

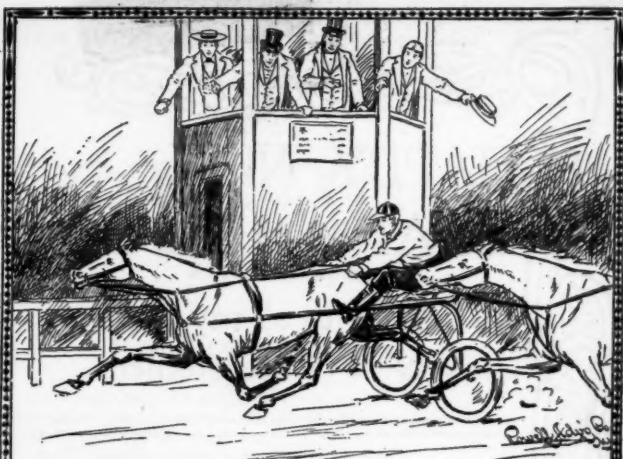
Street Car ❀ Advertising

who are now "with me." May you all
find 1896 replete with prosperity. ❀ ❀ ❀ ❀



GEORGE KISSAM,

Postal Telegraph Building, New York.



The inside track

in advertising is secured by the agency which pays publishers' bills the most promptly.

So far as we have been able to learn, the Geo. P. Rowell Advertising Co. is the only agency in the United States that pays for space with spot cash.

It is right and reasonable that we should get lower rates than anybody else. Cash is infinitely better than vexatious delays and promises long postponed. Publishers are human. Cash buys more of them than credit.

Low rates, striking advertisements, best positions, honest attention to details—these things make it desirable for advertisers of every kind, degree and condition to correspond with us.



The Geo. P. Rowell Advertising Co.,

10 SPRUCE ST., NEW YORK.